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79th YEAR

NOVEMBER, 1956

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A toast to the NCA Convention

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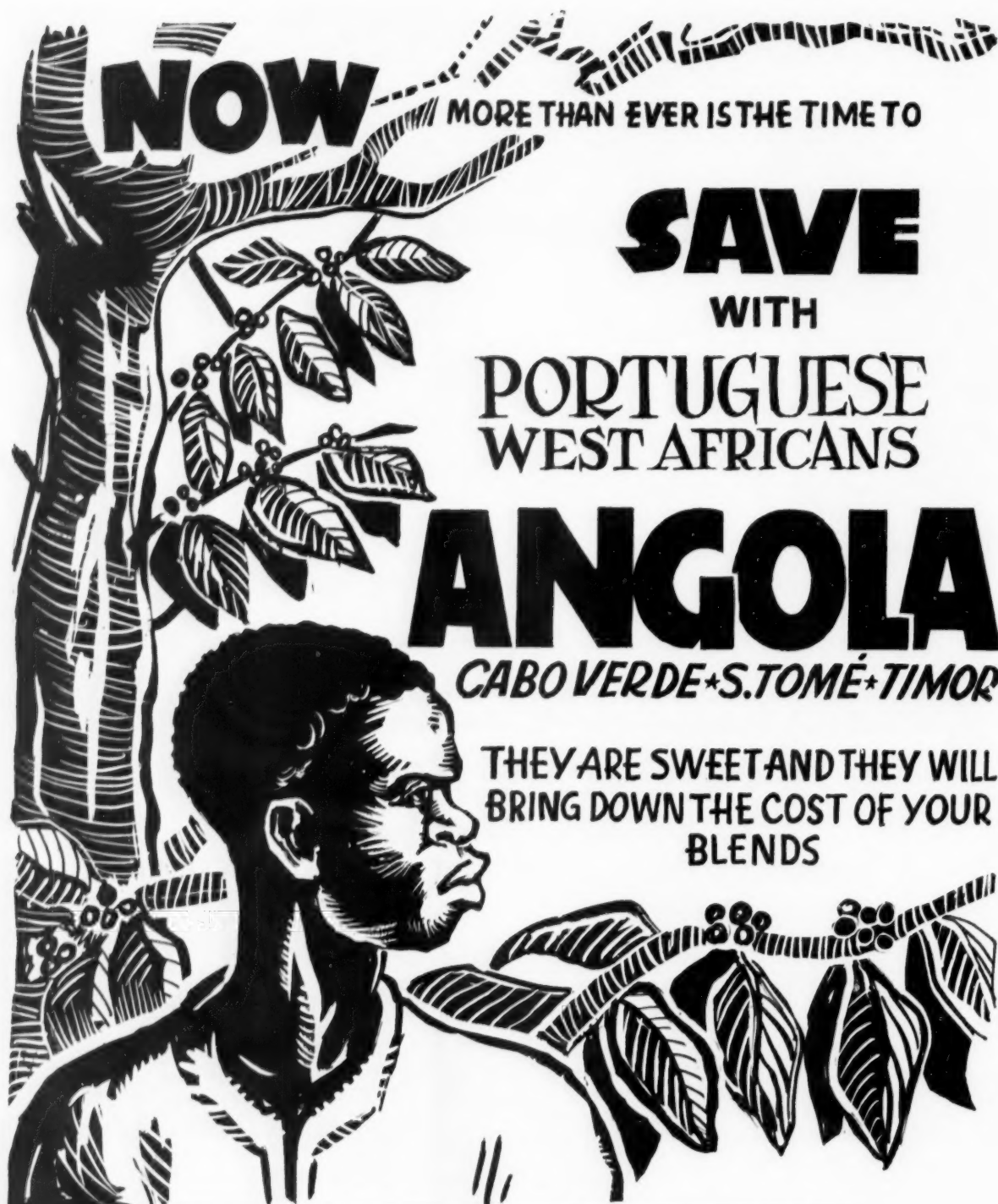
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this bag of coffee
went to market...



...but
this bag of coffee
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NOVEMBER, 1956

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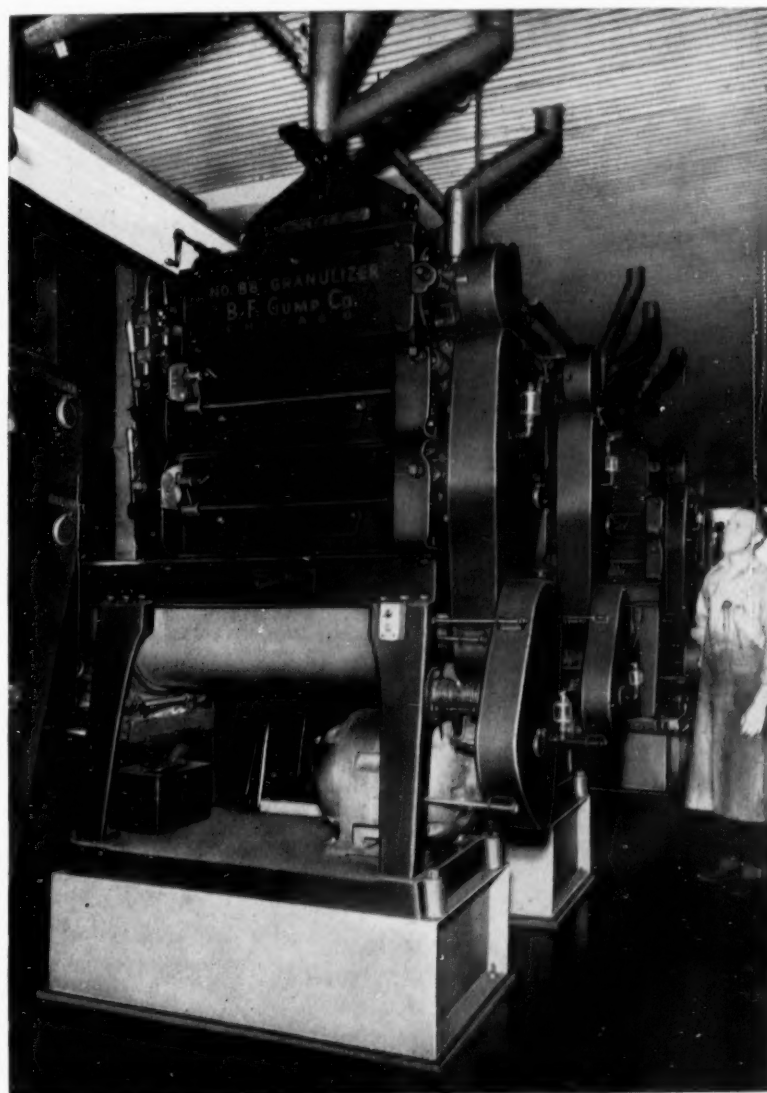
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Our best wishes to the National Coffee
Association for a successful 1956 Convention.

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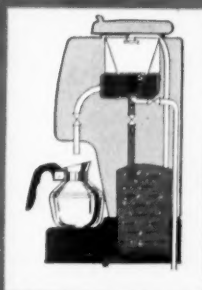
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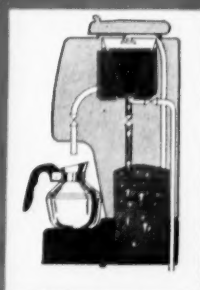
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NOVEMBER, 1956



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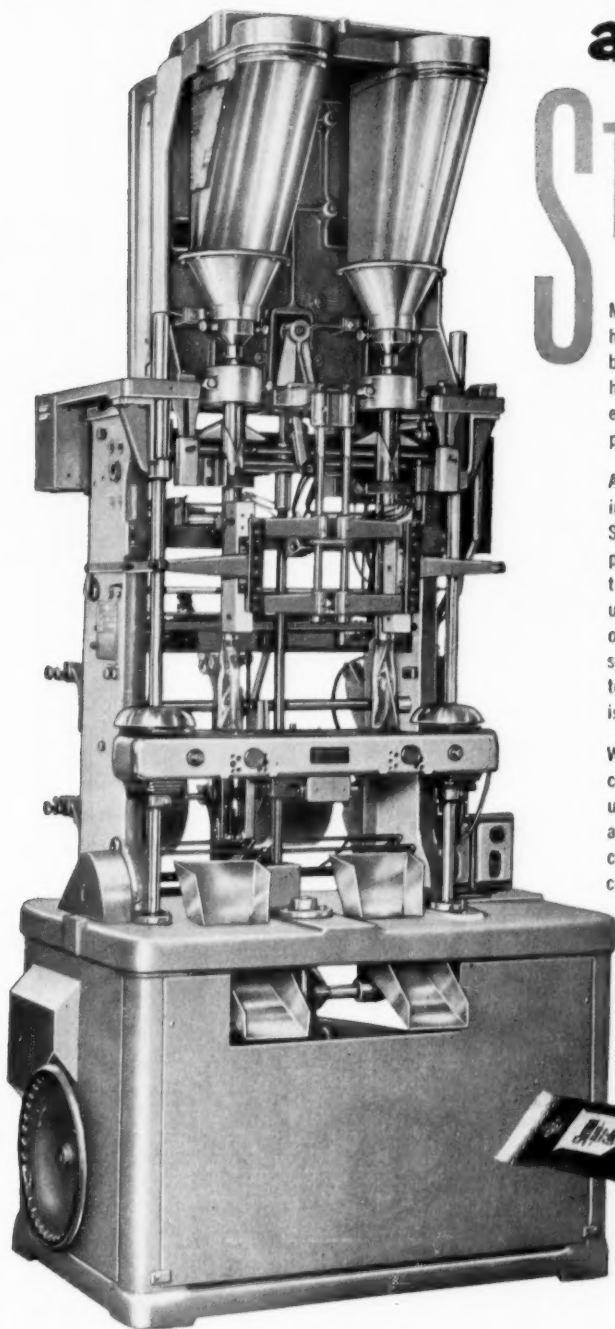
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*to the 1956 Convention
National Coffee Association*

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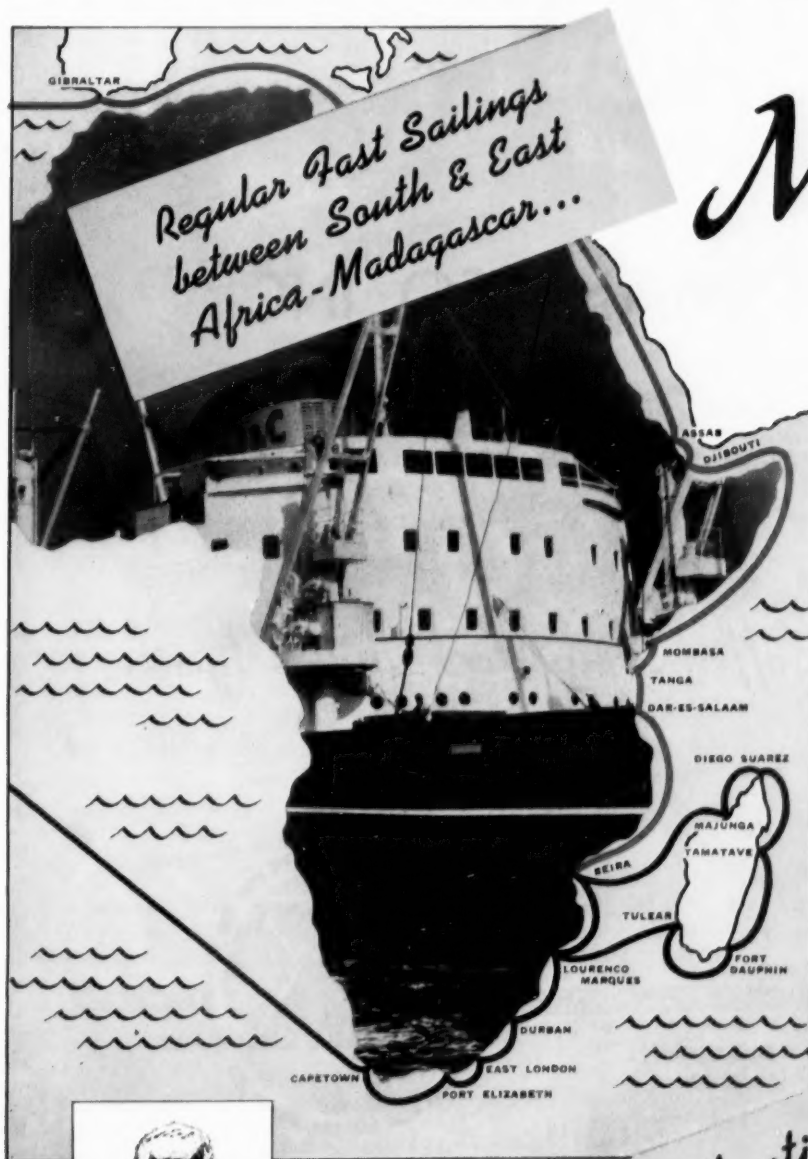
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NOVEMBER, 1956

11

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Coffee Importers and Agents



New Direct Appeal To Promote COFFEE FOR HOLIDAY HIGHWAY SAFETY!



Radio Commercial—Coffee strikes an important new note for Holiday Safety to the tune of "Jingle Bells" with this 20-second open-end commercial. Recordings will be available for you to use on your local stations.

**STAY ALERT! STAY ALIVE!
MAKE IT COFFEE WHEN YOU DRIVE**

Bumper-Strip Streamer—Colorful 18" x 3 3/4" streamer with Kleen-stick back for use on cars, trucks, in store displays, back-of-bar posters, bumpers, and other locations. This year, promote Holiday Safety with Coffee!

Coast-to-Coast radio advertising will back this big Holiday Highway Safety Campaign for Coffee! Millions of people will hear it at home and in their cars — "Stay Alert! Stay Alive! . . . make it coffee when you drive" to the tune of "Jingle Bells" on the weekends before Christmas and the New Year.

Tie in with this worthwhile public safety program. Use the helpful material shown to win new friends for your brand and help cut the holiday accident toll.

You will soon receive sample material including a recording and an order blank.

**STAY ALERT!
STAY ALIVE!**



**Make it COFFEE
when you drive!**

(Sponsor's Name)

Newspaper Mat—This Holiday Safety ad can be used in your customers' regular ads or sponsored by you with your own brand imprint. 200-lines. Order now!

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*Thanksgiving Greetings
to all in the coffee industry*

and Best Wishes to the
OFFICERS, DIRECTORS AND MEMBERS OF

THE NATIONAL COFFEE ASSOCIATION OF U. S. A.

IN CONVENTION AT BOCA RATON, FLORIDA
NOVEMBER 26th - 29th

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NIFTY OF THRIFTY

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hand, Flav-o-tainer bags of printed bleached kraft look like a bargain. They'll pick up many, many impulse sales among the bargain shoppers. Both packages are tops in preserving freshness. And both have the extra sales appeal of crisp, bright Shellmar-Betner printing.

Whatever your flexible packaging needs, we can fill them at Continental. Call us today.

*TM, THE GOODYEAR T. & R. CO.

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COFFEE & TEA INDUSTRIES and The Flavor Field

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1—NEW COFFEE ROASTER

An illustrated folder describes a new coffee roaster, B. F. Gump Co.'s Ray-Nox. The folder tells about the method of roasting used in the Ray-Nox Roaster, and other features of operation and construction, including recording thermometers and controls. B. F. Gump Co., 1325 S. Cicero Avenue, Chicago 50, Ill.

2—AUTOMATIC BAGGER

This illustrated folder describes a flat bag filling and sealing machine which is fully automatic. The filling and sealing are both done by the single machine. Glue or heat sealing can be used, or a combination of both. It is suggested especially for packaging coffee for glass coffee-makers. Ulbeco, Inc., 484 State Highway #17, Paramus, N. J.

3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic auger feeds, automatic duplex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

4—SAMPLE TESTING

Sample testing equipment for coffee and tea companies is described in a four-page illustrated folder. Covered are sample roasters, testing tables, grinders, sieves, kettle outfits, cuspidors, etc. Among the illustrations is that of a typical coffee testing room. Jabez Burns & Sons, Inc., 11th Avenue at 43rd St., New York 36, N. Y.

5—THE MAGIC BEAN

A colorful 16-page, cartoon-style booklet, "The Magic Bean" is being distributed to members of the trade. Illustrations graphically depict the coffee story from seed to cup and other interesting information. Back cover has room for your own imprint. National Coffee Association, 120 Wall St., New York 5, N. Y.

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106 Water St., New York 5, N. Y.

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1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

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NOVEMBER, 1956

Formerly THE SPICE MILL

COFFEE & TEA INDUSTRIES and The Flavor Field

79th Year

NOVEMBER, 1956

Vol. 79, No. 11

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NCA's 46th Convention

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Publisher, E. F. Simmons; Editor, Bernard Sachs; Advertising Manager, Ben Kingoff; Business Manager, E. Redmond; Circulation Manager, E. Patterson.

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79th Year

T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

Tea's 1956 convention: A "highlight" report

budget lag hobbles tea industry drive to expand U. S. market, convention hears

One of the best conventions yet—if not *the* best.

That was the way many members of the trade ranked the 11th annual convention of the Tea Association of the U.S.A., held at Wentworth-by-the-Sea, Portsmouth, N. H.

This opinion was frequent and firm, in spite of weather with a raw edge and some unexpected handicaps in facilities.

Incoming President Edward C. Parker, taking office at the final session, put into words the feelings of the assembled tea men:

"I am now convinced that we could hold a successful convention in a tent, if we had to."

Behind this enthusiasm were several factors. Attendance was considerably larger than last year, and more representative. Business sessions were approached with continuing, serious interest: all three meetings were filled to standing room when the chairman of the day rapped the opening gavel. And the social program carried forward the tea convention tradition of rollicking fun.

The convention took frank measure of the trend in tea sales, noted that it was not keeping pace with the increase in total food store volume, and pointed to lags in advertising appropriations and gaps in merchandising policies.

A panel on world tea production picked out decisive trends among the large and small producers, and turned up a suggested solution to India's seasonal handicap in marketing her teas in the United States.

Along with Mr. Parker as president, the convention named R. E. Liptrott as vice president. P. C. Irwin, Jr., continues as treasurer.

Mr. Parker is president of the Tetley Tea Co., Inc., New York City. Mr. Liptrott is vice president of the Salada Tea Co., Inc., Boston. (*In an advance note on the convention in the last issue, Mr. Liptrott's company affiliation was stated incorrectly.*) Mr. Irwin is with Irwin-Harrisons-Whitney, Inc., New York City.

Elected to the Tea Association's board of directors were Philip I. Eisenmenger, Standard Brands Inc.; R. D. Thomson, Henry P. Thomson, Inc.; and Donald L. Peterson, Wm. S. Scull Co.

Edward J. Vinnicombe, Jr., retiring president, told the convention bluntly that 1956 is not going to be the greatest year in U. S. tea history.

"It would appear at this stage that we'll probably come out about even with 1955," Mr. Vinnicombe said. "This isn't bad. As has been pointed out quite often, 1955 was the second best year we've ever had."

"But what is disturbing in this picture of tea today is the fact that we're not going ahead. Our industry has ap-

parently reached a plateau of about 107,000,000 lbs. of tea sales per year. That will be our record for the years 1955 and 1956—and there is a real danger in a plateau—even one as good for tea as 107,000,000 lbs.

"We're in a static situation. For the past 12 months our total effort—including tea's industry campaign and our individual company sales programs—has been sufficient only to keep us even."

Mr. Vinnicombe reminded the convention of the industry's objective of a 2% increase in sales each year.

"Here's the cold statistical fact," he said. "We have to sell 109,100,000 lbs. of tea in 1957 to make our 2% gain come true for the seventh year. And we've got to sell 111,300,000 lbs. in 1958, and 113,500,000 lbs. in 1959. When we do that, in 1959 we'll be making history with a new all-time high for U.S. tea sales."

"I know—and you know—that we have within us the energy and the ability to make this increase come true."

Robert B. Smallwood, chairman of the Tea Council, called for more money to expand the campaign for tea to meet expanded market conditions.

"We are operating this year under approximately the same budget we had six years ago," he declared. "In this respect, the rest of the business world has been passing us by. The critical point from the Council's point of view has been the rising costs of media these past few years. Television spot rates have gone up about 50%; our budget has remained the same. Television is not alone—all major media have constantly advanced their rate structure. As far as the Council's television campaign is concerned, the increased cost has been largely justified by an increase in the number of television sets in our basic markets."

"So we have been struggling for some time with the fundamental fact that when our market increased by 50%, we lost some of our impact—our effectiveness. We were talking to more people less often—and this is not the way to make tea sales."

He said the answer was to increase the advertising fund and restore the campaign to its former level of effectiveness.

"The U.S. packers who support the Tea Council have been discussing this subject for some time," he said, "and we are united in our desire to see the fund increased. Our partners in the Tea Council—India, Ceylon and Indonesia—are now considering this question from their respective positions. We do not know yet what their decision will be, but we do know from past experience that they will give their most careful and enlightened consideration to the

(Continued on page 32)

Tea's 1956 convention: A "highlight" report



Pirate Night . . .

Top attendance, hard-hitting business sessions, a social program which carried forward the tea convention program of rollicking fun—these were reasons behind general opinion at Portsmouth, N. H., and later, that the 1956 convention of the Tea Association of the U. S. A. was one of the best yet—if not THE best. Edward C. Parker was elected president, succeeding Edward J. Vinnicombe, Jr.

. . . Clambake




. . . Mardi Gras

Tom O'Rourke crowning Mr. & Mrs. Parker, Mardi Gras King & Queen.
NOVEMBER, 1956



. . . and business sessions

Newly elected pres., Parker, Robert Smallwood, E. J. Vinnicombe, Jr.



*Importers
to the Tea Trade
since 1846*

— • —

Carter, Macy Company, Inc.

37-41 Old Slip, New York 5, N. Y.

MEMBER: TEA ASSOCIATION OF U.S.A.

the new hot tea campaign

By DEWITT L. JONES, Accountant Supervisor
Leo Burnett Co.

We're all interested in the same thing—selling more tea. Selling tea, however, is not just one sale but two. The first—getting tea on the shelf in the grocery store. The second—getting the housewife to take it off the pantry shelf and put it in the teapot.

Advertising and sales must work together to accomplish our objective.

In mapping out the new advertising strategy for hot tea, we found it necessary to re-examine, and evaluate anew, a number of crucial questions.

Who do we want to talk to?

What do we want to say?

How do we want to say it?

When and *where* do we want to say it?

Taking first things first, let's consider the question of how we decided *who* we wanted to talk to. In other words, how the Tea Council determined where the best opportunities for tea lay.

It comes as no surprise to anyone here, I'm sure, that in the land that drinks more coffee than any other on earth, there are nevertheless *many* opportunities for tea.

The crucial question is: which ones—which group, or groups, of people—hold out the best promise for profitable results.

Should we, for example, go after greater sales among the "enlightened" 19% of the U. S. population, bless 'em, who already drink tea at least once a day?

Well, quite probably we could persuade *some* of them to

drink *somewhat* more tea. But it's a fair assumption that most of them are drinking as much tea as they ever will. So it would seem that this group should not be counted on to contribute greatly to an increase in tea sales.

Well, then, how about the people who regularly drink—and are satisfied with—that other hot beverage. There are a lot of them, we know. The sad truth is, however, that this sale is a back-breaker to make.

The Columbia Research showed that these people must become considerably dissatisfied—really upset—over their beverage habit before they will so much as *consider* a change. They are indifferent, if not actually hostile, to the idea of a change.

Slim pickings here!

Now, there is another group to consider. It is a large group—and the identifying characteristic of its members is a tendency to *worry* about the number of cups of the hot beverage they hoist every day.

They continue to drink it, but with misgivings and vague feelings of guilt. They may attribute indigestion, jitters, sleeplessness or even poor health to their hot beverage habit—but they keep right on with it. Mostly through sheer inertia.

Here obviously is a prime target for tea advertising.

These people are actively dissatisfied with their beverage habit. They have doubts. They are ripe for conversion to tea.

Now how about the "*sometime*" tea drinkers?

They make up over 50% of the U. S. population. Tea



Pirates bold were they. Left: Mr. and Mrs. Edward M. Thiele. Center: Mr. and Mrs. Bernard M. O'Keefe, the Vinnicombes and Mrs.

James Barker Smith. Right: Fred Rosen, Mrs. Duncan MacDonald and Samuel Winokur. Pirate Night was a memorable tea event.

Tea's 1956 convention: A "highlight" report



Relaxing at the convention's Mardi Gras ball, which was on a more formal note than Pirate Night, were (from left) Mrs. and Mr. A. Natanagara, Edmund C. Ridley, Carl Seeman, Jr., and Bette Balshaw.



Having fun amid the confetti and streamers are Mrs. Van Der Laam, Theodora Meijers, N. M. Lingam, and Mr. and Mrs. M. Gopala Menon. Dutch and Indian backgrounds are gathered here.

isn't their regular hot beverage, but they drink it once in a while. Trouble is, they are always switching back and forth between tea and "you-know-what."

These people—the "sometime" tea drinkers—like tea so the sale has already partly been made. Besides, they have no deeply rooted hot beverage habit—they are not hostile to the idea of a change. In short, they constitute what we think is one of the best possible targets for the Tea Council's advertising.

It seems fair to conclude, therefore, that tea's destiny today lies with the following two groups: first—the "sometime" tea drinker; second—those who are dissatisfied with their present hot beverage.

These two groups represent more than half the total population. They are the *who*, the people we propose to concentrate our fire on because they represent, in our view, the most *practical* and *profitable* opportunity open to tea today, the targets that promise the most sales results for each dollar we have to spend.

The question now is—*what* do we want to tell them. What can we say to get them to change to tea—stay with tea—consume more tea?

To arrive at the answer to this question, we had to examine and weigh the things that tea has to offer—then balance these against what the people we are talking to *want* in a hot beverage.

Let's start with the things tea has to offer. Over on the positive side, there's this to be said for tea:

It tastes good.

It stimulates—yet relaxes, too.

It is vigorous.

It is companionable.

In short, it offers pleasure.

Then, going over to what might be called the area of "no penalty" appeals, we find that tea:

Doesn't disturb digestion.

Doesn't interfere with sleep.

Doesn't cause nervousness.

In order to reach its objectives, it seems to us that tea advertising must draw from both categories of appeals.

If we show only the positive, pleasurable side of tea, we may fail to win over those who are dissatisfied with their

present hot beverage. What they want is—*pleasure without penalty*, as the Columbia Research pointed out.

You may remember only a fraction of the people who changed to tea did so because they were persuaded *solely* by the positive aspects of tea. On the other hand, if we concentrate solely on the "no penalty" aspects, we risk making tea a sort of patent medicine—something you take only when you're off your game. This would probably do nothing to increase tea consumption among tea drinkers—and little, if anything, to lure people away from the other hot beverage.

The answer, as it almost always does, lies somewhere between these two extremes.

The ideal tea commercials, it seems to us, should embody the strongest appeals from each category. The promise of pleasure should be nicely balanced against the promise of "no penalty."

The commercials should have enough appetite appeal to make people want a cup of tea right then and there. They should make people think of tea as a virile drink—hearty and substantial. They should allow men and women of all classes and conditions to identify themselves readily with tea. They should leave people with a good feeling about tea, a feeling that tea does something very pleasant for you.

You may be thinking, isn't that just what we've been trying to do in tea advertising for the past five years?

You're right—of course it is. Tea advertising has been doing just that.

The point I want to make is this: in the *new* commercials we have arrived at a fresh combination of appeals and techniques that we feel is going to deliver the tea story with even greater impact, greater conviction, greater results.

In short, we have an idea that tells today's best tea prospects just what they, subconsciously, want to hear. The key word is "change".

Many of the "sometime" tea drinkers we talked about earlier would enjoy having tea more often. What's stopping them? Why don't they change? Just force of habit—plain old inertia!

Many of the people who are drinking coffee, even though they worry about it, are ripe for a change. What's stopping

(Continued on page 33)

what's happening to world tea production?

By ROBERT COMPTON, Bingham & Co., Inc.

What's happening in world tea production? The Tea Association's 11th convention supplied answers at a fact-filled panel. Mr. Compton, who chaired, also filled in with a summary of the situation among the smaller producers.

The last few years have been critical ones for the tea producing industry. In 1952 we experienced a decided depression. In 1953 conditions improved, reaching a record high in 1954 and early 1955, but by the middle of that year, prices were down below the cost of production, especially for common teas. Since then, we have had a period when good teas have sold at excessively high prices, while the plain and fair teas have on many occasions been in excess of demand, and these types have sold below the present cost of production plus export taxes.

During this same period of 1952 to 1956 world production has not only caught up with world consumption, but is now in excess of requirements. Although this surplus is not excessive at present, a very moderate movement in production could change this picture in short order, especially if the smaller producers continue to expand.

It is the better grade teas which are still in short supply, and it is most unfortunate that most of the smaller producers manufacture a very limited quantity of the good to finer teas, and a great preponderance of common and commonest types.

South America has never been considered a tea producer, but Brazil and Argentina are stirring with reports of increased tea production. In recent years, only some 2,000,000 lbs. have been exported from Brazil, but extensive planting is reported in Argentina which could result in a large increase in their export potential during the next few years. The manufacture and quality, however, will have to be improved considerably before the teas find ready acceptance on the world markets.

Formosa is going through a difficult period. Her production has not increased materially from 25,000,000 lbs. over the last few years, but her export markets have changed and have been curtailed.

Green tea from the China mainland has become more readily available in many countries. Oolong tea has fought a losing battle and is now conspicuous by its absence, even in its old strongholds, and the lack of demand for the poor quality black teas of the type Formosa produced has caused a slump in this type.

But Formosa could produce a quantity of good quality black tea, and it is to be hoped that she will concentrate on producing quality teas grown at her higher elevations. She can do it, and there would be a ready market for all her finer teas.

Japan is in a somewhat similar position to Formosa as regards exports, but as she consumes by far the largest part of her production, her export business is a relatively minor part of her operation. Out of a production of 150,000,000 lbs., only 30,000,000 were exported last year. It is expected that her exports will run at about the same figure in 1956.

Some confidential figures have been made available to us on the tea production in China and Russia. We are not permitted to name this source, but the statements in it which can be checked have proved to be accurate; it is believed that the facts and figures are as true a picture as can be obtained from behind the Iron Curtain.

China's production is expected to reach 250,000,000 lbs. this year, and exports may run as high as 60,000,000, but the major part of this export is absorbed by the Communist and satellite countries.

About 90% of the tea produced in Russia is grown in Georgia, with a small area in the Ukraine. A jhat of tea is being developed there which is weather resistant and can stand temperatures as low as 20 degrees below zero, and consequently can be planted in the more northerly areas. Production is improving and yields as high as 700 lbs. per acre have been obtained against only 250 lbs. a few years ago. This figure is based on a return of 1 lb. of black tea to 3.3 lbs. of green leaf which is far different from the generally accepted ratio of about 1 to 5 lbs.

The quality of the teas which have been seen is extremely



Outfitted for the New England clambake are (from left) Mrs. and Mr. J. P. H. Bent, N. M. Lingam, Fred Rosen and Annesley de Silva. Mr. Bent and Mr. Lingam were members of the Indian tea delegation. At the right are Mr. and Mrs. Robert Compton.

"TAKE TEA AND SEE" WEEK



STARTS JANUARY 13TH

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the **big change** to tea

Now's the time to start planning tie-ins that can boost your sales!

"Take Tea And See" Week can deliver because you'll have three big things going for you:

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tea council

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COFFEE & TEA INDUSTRIES and The Flavor Field



Tea's 1956 convention: A "highlight" report

poor. Mechanical plucking devices are used, but hand plucking is still employed extensively.

Production is planned for 115,000,000 lbs. in 1957, against a production of 88,000,000 in 1955. This quantity is far short of the Soviet's domestic requirements, as it is only one third of a pound per capita.

By far the most important of the smaller producers is the vast continent of Africa. Although she is a comparative newcomer to the tea production picture, her progress in recent years has been sensational. She is the only producer which seems capable of producing a good grade of tea in any volume.

There are several tea producing countries in Africa, and in order to present production they are Nyasaland, Kenya, Mozambique (P.E.A.), Uganda, Tanganyika, Belgian Congo and South Rhodesia.

The improvement in the quality of tea produced in these countries in recent years is most pleasing, but unfortunately there are some areas which seem to have adopted a short-sighted policy and have endeavored to produce large crops of the poor thin liquoring teas that are unwanted on the world markets. Mozambique is perhaps the chief offender, and although well operated estates are producing very ac-

ceptable teas, the same general areas are producing a lot of rubbish, which creates a bad name not only for African tea, but for all tea.

I feel that the importance of Africa's production deserves far more attention than I can give it, as it is without doubt the new look in tea production. Some of the higher grown teas are rivaling teas grown at the same elevation in the East Indian countries, and if a far-sighted and constructive policy of quality before quantity is maintained, we shall continue to see great developments in a relatively short time.

In 1955 Africa produced 57,500,000 lbs. and exported 52,750,000 lbs. An increase to a crop of 65,000,000 and exports of 60,000,000 are expected this year.

The importance of this producer is shown by the quantity of African tea offered in the London auction. Up to September 13th this year, 26,000,000 lbs. were sold against 15,000,000 during the same period last year. This is about 14% of the total sold by all countries, which is a truly remarkable figure.

Imports from Africa into the United States are less than 5% of our total imports, but the better grades are growing in popularity as their uses become better known.

India: meeting the seasonal handicap

By HENRY P. THOMSON, Henry P. Thomson, Inc.

Production of tea in India, Pakistan, Ceylon, Indonesia and Africa, plus the exports from China, Japan and other countries, was estimated at some fourteen hundred million pounds for the tea year 1955. Of that, India and Pakistan produced something over 700,000,000 lbs.—or approximately half. Pakistan turned out about 50,000,000, North India about 530,000,000, South India about 130,000,000, and all together they exported about 460,000,000 lbs. I am giving round figures because of the difficulty of obtaining exact figures and because of the lapse which takes place between production and export.

In his address at the annual meeting of the Indian Tea Association, London, held in London on July 19th, H. C. Bannerman, chairman of the Association, stated that the world requirement for tea at the present time is in the neighborhood of thirteen hundred million pounds—that it is increasing, but not at the same rate as production, and it would appear that during the past two years a surplus of some 140,000,000 lbs. has been produced.

In South India tea grows and is manufactured the year around, but in North India and Pakistan, plucking only commences in April and ends about the end of November or early December, depending upon various conditions. Therefore, for convenience we usually consider the tea year runs April to April. By the end of August, half the crop is in, and to date, India and Pakistan are ahead of last year by some 20,000,000 lbs., indicating a still further increase in surplus tea.

Now thirteen hundred million pounds may seem like a lot of tea, particularly when converted into cups at the rate of 200 to the pound, and yet it is only sufficient to provide four and a half cups per day for each American or less than the average per capita consumption of many parts of the British Commonwealth. From that it can readily be seen that if each American of, say, 12 years of age and over, could be induced to drink even one cup of hot tea or one glass of iced tea each and every day, any possible surplus of production over consumption would be more than wiped out.

Now to get back to India. India produces the world's finest tea, but despite the quantity of excellent tea which comes out of India, U. S. imports have not expanded with the increase in consumption, and that is a matter of concern to our Indian friends.

I think the answer is, first, the seasonal nature of India tea, where the best qualities are produced during May, June and July. These teas cannot reach our market in time for the current iced tea season and therefore any of our blenders who wish to use them must anticipate their requirements by a full year.

The second reason is that after July there is a letdown in quality and manufacture, in consequence of which the teas obtainable during the later months of the year are less attractive to American buyers than some other growths.

Nothing can be done about reason one—but something could be done about the second reason. Whether a renewal of the International Tea Agreement is the answer may be a question, but I strongly recommend to both

India and Pakistan that something be done about it.

One suggestion I have in mind is a cooperative effort to maintain the good name and reputation of India tea by the establishment of a minimum export standard. India has this great advantage, that she has a large internal consumption, and this provides an outlet for lots which might fail to meet the export standard. I believe such a scheme would encourage an improvement in the general level of quality to the point that a much larger supply of the kind of tea that is wanted by most of the world, and I doubt very much that it would result in any loss of revenue to the producers. In fact, I think the probabilities lie in the other direction, as with their high production costs and export duty, they cannot compete with the present low costs of some other areas.

The situation in Pakistan is much less acute for the reason that the major part of East Pakistan production has a ready market in West Pakistan. Nevertheless, Pakistan's problem is in some respects similar to that facing India and could, I think, be dealt with in the same manner.

1952 Experience

I would remind them of what happened in 1952, when some weight of end-of-season North India and Pakistan teas sold in London at below the cost of the chests plus transportation charges and export duty—and, in fact, for some teas the producer did not even recover the export duty, let alone anything for the tea itself. In other words, those producers would have saved themselves a considerable sum of money had they simply swept the leaf off the bushes and on to the ground to be used as a mulch.

In further efforts both to reduce costs and increase intake, producers are experimenting with new processes of manufacture. One of these is known as the "crush, tear and curl" process, or CTC to the trade. There seems no doubt that provided the raw leaf has the necessary properties, this method enhances both the flavor and strength of the brew, but it cannot provide what is not already in the leaf, and when those desirable properties are lacking, the method seems only to dull down the liquor.

Some of our blenders question the keeping quality of tea made under this process, but I believe the experience to date is that the really good teas keep very well, but that the dull teas get duller and flatter very quickly.

"Non-wither" tea

The other new process is known as the "non-wither" method, and the tea so manufactured is known as fresh leaf tea. This type is still not very well known in the U. S. A., but I think it fair to state that the trade, generally, is very dubious. The keeping qualities of tea are of no great consequence in a snug little island like Britain, where it reaches the consumer very quickly. But in a country the size of the U. S., distribution takes time and our blenders want teas of known keeping quality.

I think, therefore, producers generally should stop, look and listen before converting to either method and should be sure that the change will result in better financial results—not only during the quality season—but during the heavy flushing periods as well.

I venture to say that for some time to come, American

(Continued on page 36)

IRWIN-HARRISONS-WHITNEY INC.

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Ceylon: changes, trends and tea

By JOHN F. HALLORAN, Salada Tea Co., Inc.

The present world tea requirement, exclusive of tea consumed in the producing countries, is in excess of one billion pounds. To show the importance of Ceylon, last year's exports from that country were in excess of 360,000,000 lbs. It is interesting to note that this little island situated off the southeast tip of India is about three times the size of the state of Massachusetts, covering 25,000 odd square miles, with a population of over 8,000,000 people, yet it is second only to India in supplying the world's needs.

At the present time, there are over 550,000 acres of tea under cultivation. It is felt by many that the tea plant attains its greatest perfection in Ceylon, due principally to the climate and the soil. For the most part, the estates are located high on the mountain sides, where they are washed by torrential rains, swept by monsoon winds and warmed by the brilliant sunshine, yet cooled at times almost to the point of frost.

Because of the ideal growing conditions, plucking of the ready leaf goes on week after week throughout the year, and in most instances the very best teas are usually the highest grown.

In recent years, due to the heavy increase in cost of production, many estates have considered it necessary to go in for crop. This is bound to have its effect upon quality, and has resulted in a considerable amount of off-grades, such as Broken Mixed and Broken teas. In some cases, there has been forced growth through heavier fertilization, which has shown itself in the thinness of the liquor of the finished tea.

Under a Colombo date line of September 18th, there is a report issued by the Ceylon Tea Controller advising that the area under tea in Ceylon has been reduced by 10,000 acres. Evidently this was due to the uprooting of some uneconomic plantations, building improvement on some estates, and road construction. Unless there is some replacement, this could result in a decrease of 5,000,000 to 6,000,000 lbs. a year. High grown areas are still listed at 190,000 acres, with medium grown over 233,000 acres.

Another interesting part of this report indicated that, of this total acreage, 46% was European owned, 26% Ceylonese owned and about 4% Indian owned. Evidently the remainder of the acreage was held jointly by Europeans and Ceylonese, as well as unclassified small holders.

I think most of us are aware of the political change which took place in Ceylon in the spring of this year. This was not wholly unexpected, as there have been those who have clamored for nationalization over the past few years, and even suggested that all plantations, including tea, should be owned by the Ceylonese. Considering that

tea is the mainstay of the economy of Ceylon, we doubt that the new Prime Minister or any of his followers would want to do anything to upset the progress which has been made by the European-owned and managed estates. Certainly it would not help for the estates and business to change hands from non-national to national ownership. This would not produce any more prosperity for the country, and unless the new owners manage the estates as well as they were managed before, the result could be less prosperity and less employment. If conditions are made difficult for foreigners, it would have a tendency to frighten money out of the country and surely affect the sending of any new money into Ceylon.

Since the new government has taken over, no changes have been made to affect the tea industry. I feel sure that Ceylon realizes the debt it owes to the British companies for their contribution to the prosperity of their island. The good reputation for quality of their exports has been built up and maintained only through well supervised and properly managed companies.

Now with regard to production for this year, we know that as of the end of July the Ceylon crop is slightly ahead of last year. From all reports, the August crop is running behind last year and may end up with a shortage of more than 6,000,000 lbs. It is also anticipated that a further shortage may be found at the end of September, but we hope that we may have a fair increase in the last three months, so that the final crop will show only a slight decrease compared with 1955.

Ceylon will therefore continue to maintain its important position as the second largest supplier of tea.



Distinguished tea conventioners and their wives take in the Mardi Gras fun. Clockwise from left foreground: Leslie E. Gray, Mrs. F. C. Irwin, Mrs. R. Edward Liptrott, Mr. Liptrott, Ralph M. Binney, Mrs. Binney (peeking from behind Mr. Liptrott's head), Joseph F. Dixiki, Mrs. Gray, Mr. Irwin, Mrs. C. William Felton, Mrs. John Brooke, Mr. Brooke, Mr. Felton, Edgar B. Pinto.

Tea's 1956 convention: A "highlight" report

Indonesia: overcoming the tea obstacles

By JACOBUS F. FRANK

It is well to bear in mind, when comparing the Indonesian position in postwar years with that of other big producing centers, that Indonesia was particularly hard hit by the war against the Japanese, the Japanese occupation, the revolution, and its aftermath of disturbances created by groups opposed to the Republic of Indonesia as now constituted, such as the Communists, the Darul Islam (a fanatic Islam movement), separatist groups and banditry.

Another worry for the tea planters was blister blight, which caused severe losses to the tea gardens in the years after the war.

Before the war, Indonesia's production was set at 175,000,000 lbs., including 28,000,000 lbs. of small-holder production. For the year 1955, the total production of Indonesia is calculated to have been about 100,000,000 lbs., the internal consumption at 15,000,000 lbs., and registered exports at 72,000,000 lbs. This leaves a gap of some 13,000,000 lbs., and may be accounted for by illegal exports. The small-holders production in 1955 is estimated at some 12,000,000 lbs.

As to the position of the estates, probably about 55% of the prewar total is now producing. Generally speaking, the low and medium estates have been hardest hit by the war and postwar developments. The low estates now produce about 10%, the medium estates about 23%, the high medium 40%, and the high estates about 48% of what they produced in 1941-42.

These lower production figures are caused by various factors. Due to heavy financial losses, some estates were abandoned or sold for bargain prices. The cost of combating blister blight came high, and many small-holders, as well as a number of estates, could not spend the money to do a good job.

It is feared that small-holder production will be even harder hit in 1956 than in 1955.

With regard to the immediate prospects, it is expected the production in 1956 will be about the same as in 1955, maybe somewhat less.

What the more distant future will bring for Indonesian tea production is extremely difficult to forecast. It is my own feeling that ultimately Indonesia will again produce as it did in prewar years. It has the soil, the climate and

(Continued on page 33)



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publicity for tea

By FRED ROSEN, Fred Rosen Associates, Inc.

This review of the Tea Council's publicity program is based, in the main, on the talk presented to the Tea Association's 11th convention by Mr. Rosen, public relations council to the Tea Council. This article has, however, been updated with material on several publicity developments since the convention.

At the convention, Mr. Rosen introduced Miss Duncan MacDonald, who conducts "The Yankee Home & Food Show" over WNAC, Boston, and 27 other stations of the Yankee Network. Miss MacDonald gave the convention a sample of a food broadcast, including material on tea.

In re-evaluating the Tea Council's publicity, we found the challenge of attacking the social problem of changing the family beverage habit both provocative and difficult.

Publicity's most valuable ammunition in tackling this problem is the editorial approach to editors on newspapers, radio and television. When Mrs. Homemaker receives tea ideas or information from her favorite commentator or food editor, who is a trusted local authority on homemaking problems, she puts much value on what she hears or sees. Such authoritative women build up strong personal followings and exert enormous influence on their readers or audiences.

But publicity techniques are most effective when tightly coordinated with advertising ideas to motivate sales. For when advertising and publicity work together as they do at the Tea Council, their combined efforts gain strong momentum, to reach the goal with much greater speed and effectiveness.

Because of publicity's flexibility, it can pave the way in advance of advertising, with ideas to create more public acceptance of the advertising message, to reach customers in large areas throughout the country, as well as in smaller communities where no Tea Council advertising exists, and also to sell tea during the months of the year when there is no Tea Council advertising.

Our main effort, therefore is to help plant *ideas* that sell tea in the minds of the American man, woman and teenager. Our most important and vulnerable target has been the homemaker—the woman who goes to the store and buys tea because she knows from experience or has recently read or heard some good reason for buying and serving tea to her family.

One of the most effective media the Tea Council's publicity has used is that of daytime television on homemaking shows. For example, during the summer of 1956, the Tea-V Task Force was put into action. The Task Force consisted of 35 executives from the tea industry who travelled to 51 cities throughout the United States where they were interviewed on local television stations. It is estimated that their com-

bined efforts reached approximately 6,000,000 to 8,000,000 potential tea customers. These men were armed with a Task Force Kit which included information on tea covering its romance, planting, picking, transportation, blending, and preparation of iced tea for the family, as well as a variety of ways to serve hot and iced tea.

At the same time the Task Force was making its way around the country, millions of homemakers were viewing three iced tea films on television, and at the same time millions more were learning new ways to use and serve iced tea through the messages and program ideas sent to the telecasters in the form of Tea-V Kits. During the summer months alone, 439 broadcasts reached an estimated audience of approximately 35,000,000 potential tea customers.

To give greater impact to the summer iced tea promotion, 40 newspaper stories including photographs, recipes and ideas for serving tea with summer meals went to approximately 7,000 cities, towns and villages. This effort was supplemented with four-color transparencies for 210 daily newspapers. Sunday supplement magazine sections, where iced tea feature stories and iced tea serving ideas had been planted, reached many more millions of potential tea customers.

One of the most important newspaper channels for publicity is the national syndicate. During the summer months alone, 11 newspaper stories were placed with 11 syndicated columns which reached a combined total of approximately 12,000 daily, weekly and monthly publications and a reading audience in the millions.

Women's magazines

Eighteen national shelter or women's magazines, which are especially designed to interest potential customers, carried feature stories on the preparation and serving of iced tea with meals and between meals. Farm publications and general magazines also shared in conveying our iced tea message to the American public.

These are merely a few of the regular publicity efforts that sell tea. Other projects and promotions are simultaneously and constantly at work for long range public relations objectives for tea.

One case in point is our constant effort to educate the public mind to the fact that tea is not a sissy drink. This type of promotion is carried on through the medium of athletic men who are tea-drinkers. Invariably photographs include such people as football players and boxing champions.

Another case in point is that tea is not a British or foreign drink. We are constantly trying to instill in the American mind that tea is a 100% American beverage. This we try to accomplish by creating incidents where headlines such as "Iced Tea is All-American" appear in the headlines.

Another method used to create the idea that tea is an American beverage is the medium of the comic strip. In this form of publicity, we reach the customer who may not read the sports or woman's pages. Most of the comic strips are syndicated and consequently reach millions of readers and potential customers.

Although we employ a variety of methods and techniques varying from medical terms and reports to comic strips, the backbone of the whole public relations effort is *correct tea brewing* with the ever present idea that if Americans brew tea properly they will drink it more often. Many of today's plans serve as a wedge to open the doors to tomorrow's publicity. Here are two specific instances:

Early in 1956 a Best Tea Hostess Contest had been conducted on television in eight pilot cities to create consumer interest during January's promotion—Take Tea and See Week. The contestants' entries gave evidence of the fact that "afternoon teas" in the true sense of their early meaning were losing ground, and an analysis of the entries produced a special event—the Tea-Orama.

Food editors

As a result, a press party was planned for 200 editors who attended the Food Editors Conference in September. The Tea-Orama highlighted the fact that tea has a place for every special occasion in the American way of life. The event was portrayed with 18 table exhibits featuring typical occasions when Americans entertain with tea. A Tea-Orama Omnibus consisting of 19 feature stories and 16 photographs was compiled and given to the food editors for immediate

placement, as well as for use throughout the year.

Interest in the Tea-Orama table displays has resulted in invitations from several telecasters to display many of the tables on television during Take Tea and See Week 1957. Many additional features stores have resulted from this one endeavor.

Medical views

The other specific interest was the result of the Symposium on Tea which was held at the New York Academy of Medicine a year-and-a-half ago. A group of doctors summarized the findings in complicated areas of scientific research on tea. A considerable number of symposium reprints were purchased and mailed to every doctor of internal medicine in the United States, directors of hospitals, medical libraries, medical schools and other areas where the aspects of health and nutrition are of special interest.

And thus, by laying the foundation well in advance for tomorrow's publicity, we are today in a position where we can add great impact to the advertising campaigns that will affect the family beverage habit.

As in our current advertising program for hot tea, the emphasis in publicity will be on the word "change". And here is where tea's health story can play an important part in the current American trend and concern with health and diet.

Apart from these basic publicity efforts, plans are underway to institute such new projects as "Low-calorie Tea Menus" in restaurants throughout the country, as well as working with bartenders and hotel and restaurant schools.



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Tea's 1956 convention: A "highlight" report a partnership for profit

By RUSSELL Z. ELLER, Advertising Manager
Sunkist Growers, Inc.

Part 1

In modern merchandising we see many products aligned in promotional alliances. This is an effective technique in which we have engaged with other firms and industries on many occasions.

The objective of these programs is to merge the separate appeals of two or more products into a single forceful appeal. Theoretically, each product has its established users, hence each product in effect says to the other users, "I suggest you associate me with my companion product and enjoy our combined virtues." When this union of thought is activated, it results in the purchase of both products. When this happy result occurs, we have a real Partnership For Profit.

I have seen a great many product promotion partnerships where it seemed the extent of the harmony of use relationship was more a tribute to someone's imagination than a logical sales team.

"inter-reliance"

When two products which are truly harmonious are joined, results are almost inevitable. When one or both are almost reliant on the sale of the other, a unique opportunity is born. The relationship of tea and lemons approaches that inter-reliance.

It is no wonder, then, that Sunkist has long publicized tea in advertising its lemons. And no wonder that Sunkist applauds every recorded increase in U. S. tea consumption. Although the major credit goes to the different factors in the tea industry, working both independently and through the Tea Council, Sunkist likes to feel that it has played a part.

Sunkist lemons have been advertised since 1915, and their use in tea has been a major theme from that first campaign, without interruption to the present.

Lemons, aside from lemonade and as lemon juice in water upon arising, are almost exclusively an ingredient product reliant for use upon other products.

Lemonade is our largest fresh lemon use, representing 33% of total U. S. consumption; iced tea and hot tea with lemon 24½%; lemon juice and water as a tonic or regulator is third with 18%.

In the summer months iced tea ranks 10 to 1 over hot tea as a lemon outlet. In the winter the ratio reverses to 8 to 3 favoring hot tea.

The active association of Sunkist and the Tea Council goes back to 1938, but the affinity of the two products goes back to Asia, where both originated.

The association of tea with citrus fruit is a long and romantic one. As you know, tea became a favorite beverage with the Chinese as early as the fourth century A.D. Among the ingredients required for preparation of tea at that time—

16 centuries ago—oranges played an important part.

As Tolkowsky says in his book on the history of citrus fruit, "The tea leaves were steamed, crushed in a mortar, made into a cake and boiled together with rice, ginger, salt, orange peel, spices and milk—sometimes onions!" So citrus fruit was associated with tea from very early times.

I like to think that there is another romantic connection between tea and lemons. The great clipper ships of the mid 19th century which annually took part in the great tea race from China to England, their holds filled with Chinese tea, were also known as "lime-juicers." The fruits they referred to as limes were actually Spanish lemons. The captains of the merchant vessels of that day had discovered that if they carried a sufficient supply of lemons on their voyages, their crews remained miraculously free from scurvy. It was, of course, this cure for scurvy that led eventually to the discovery of vitamin C, the anti-scorbutic vitamin.

It is an age-old custom of the Russians to use lemon in hot tea. This is one Russian custom I would like to see the English adopt.

And then, of course, there's that well-documented later incident of the St. Louis World's Fair in 1904, when Richard Belchynden, the young Englishman from Calcutta, filled some tall glasses with pieces of ice and poured hot tea into them. The people loved this new beverage, found it cooling and refreshing, and iced tea became a popular feature of the Fair. As a direct result, iced tea became one of America's most popular summer drinks.

Iced tea in the intervening years has become an American custom in the summer months, and in some areas for most of the year. About 57.5% of the iced tea drinkers use lemon.

Lemon with hot tea

Lemon is not as frequently used in hot tea, but over 25% of the drinkers do. We hope to increase this percentage by continued advertising. We like to believe that the addition of a few drops of lemon makes tea more acceptable to the American taste.

I would be less than forthright if I said we are entirely pleased with the emphasis lemon receives in the Tea Council's hot tea advertising. However, we are pleased that the use of lemon or milk is left to the consumer's choice. As long as it is, we will do what we can to make up her mind *our way*.

Of course, we have a selfish motive, a very simple one: to sell our product. But we believe there is a soundly logical justification. The vast amount of tea served iced with lemon establishes a taste criterion which should make hot tea more appealing to prospective users as a result of iced tea experience. Taste preferences are cultivated, and iced consumption may be regarded as a gigantic sampling program.

Tea's 1956 convention: A "highlight" report

it's people who made the convention

By THOMAS J. O'ROURKE

Our subject is people. Real people, exactly like yourselves.

When the board of directors of the Tea Association extended to me the privilege of being chairman of the 11th annual convention, I gladly accepted. This assignment meant a real challenge, as the 1955 convention committee had set a standard that would be difficult to meet.

Faith in you, the people, made this year's convention one to be remembered for some time to come.

You might be interested in knowing some of the things that you accomplished for the first time:

1. Over the top in registrations.
2. Top attendance at three consecutive morning business meetings.

To pay tribute individually to all the wonderful people who attended the 11th annual tea convention would be something that would give me great satisfaction. However, since this is not possible, I would like to express by deep appreciation to the convention committee which so ably assisted in finalizing the entire program:

C. B. Delano, vice chairman; Tom Dannemiller, prize chairman, assisted by the entire Junior Board of Directors; Miss M. Petrozelli, transportation chairman; Carl Seeman, Jr., tennis chairman, R. D. Thomson and Carl Hull, who handled the golf activities; and Bob Wilson, chairman of the sightseeing committee.

We are indebted to the allied trades group for the splendid cocktail party they sponsored. This, one of the highlights of our convention activities, was under the chairmanship of Walter T. Cusack.

Our future conventions are going to be maintained at a high standard in both the business as well as the social levels. We have many challenges ahead, and the horizons will spread wider and bluer than ever. Our conventions will be more interesting and more fun because you, the people, will make them so.

In closing, may I say that anything I might mention to express my appreciation for your cooperation would be hopelessly inadequate to fully express my innermost feelings for making the 11th tea convention a success.

Let's plan to get together again at The Greenbrier, White Sulphur Springs, W. Va., in September, 1957.

budget lag hobbles tea industry drive to expand U. S. market, convention hears

(Continued from page 18)

need and the opportunity inherent in expanding the Tea Council's campaign."

Advertising, merchandising, publicity and research are the basic weapons in tea's arsenal, Mr. Smallwood emphasized; they are the guns trained directly on the consumer.

"But in the past few years we have explored other promising avenues to increased consumption by undertaking special projects aimed at influencing special groups of consumers," he added.

"The Armed Forces project is one good example. For three years we have been cooperating with all branches of the Armed Services in helping them make tea available more often, and in showing them the proper preparation and handling of both hot and iced tea in quantity.

"Another example is the development of the automatic tea maker for restaurants."

Leo Burnett, chairman of the Leo Burnett Co., told the group it's time for advertisers to reheat their "brand irons" and "burn" their product symbols into the public consciousness.

"The brutal fact is that in the bewildering maze of to-

HALL & LOUDON

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We offer a comprehensive Tea Brokerage
service based on experience of many years.

91 WALL ST.

NEW YORK CITY 5

day's advertising, an imposing percentage, possibly even a majority of the American people, look at or listen to our advertising without even consciously seeing or hearing it," the agency head said.

This, coupled with the increasing competition of rival brands, makes it mandatory of the "smart advertiser" to check whether his brand is registering in a "sufficient telegraphic and memorable manner—to at least achieve a strong symbol registration of the name," he advised.

Recent developments in tea production were presented from a grower's point of view by Sir James Jones, deputy chairman of the board of James Finlay & Co., Ltd.

Some of the fundamental factors in the present world situation were reviewed by Lt. General James M. Gavin, Chief of Research and Development, U.S.A., in a stirring talk on "Weapons Systems to Serve our Democracy."

Developments in color television as a well-developed medium for advertising were summed up by Michael Horton, director of information for the National Broadcasting Co.

Three television sets in the meeting hall were turned to a demonstration broadcast of a color film on tea.

Pirate Night will long be remembered among the tea conventioners. Over the years, more and more of the tea men have learned to relax into the spirit of these social evenings, and more people turned out in costumes this time than ever before.

The Mardi Gras formal ball, on the following night, was in a quieter key, as second night socials at the tea conventions tend to be.

Still, the tea people enjoyed this occasion, too, right up to the crowning of Mr. and Mrs. Ed Parker as King and Queen of the Mardi Gras.

the new hot tea campaign

(Continued from page 22)

them? Why don't they change? Just force of habit—plain old inertia!

The key word, is *change*.

We propose, in our new tea advertising, to make it easy for these people to overcome habit and inertia, and to make the change to tea.

We propose to leave them with the conviction that others are changing to tea every day; that changing to tea is a natural and acceptable thing to do; that you don't need a special occasion or reason to drink tea; that tea is something you drink for fun and pleasure any old time.

Well, up to now, we've discussed the "who," and the

Indonesia: overcoming obstacles

(Continued from page 28)

the labor force, and efficient and experienced measures. The will is there in many quarters, and that is important.

It took many years to overcome the effects of our revolution and Civil War, and it will also take many years for Indonesia to solve its problems.

Savannah Kiwanis hear tea story

Operation of the tea industry from the harvest abroad to its effect on the economy of Savannah, Ga., were described by William Schandolph, co-manager of the Savannah plant of the Tetley Tea Co. in an address to the Kiwanis Club in that city recently.

HENRY P. THOMSON, INC.

TEA IMPORTERS

89 Broad Street
Boston, Mass.

120 Wall Street
New York 5, N. Y.

605 Third Street
San Francisco, Calif.

Member: Tea Association of the U.S.A.

Tea's 1956 convention: A "highlight" report

"*what*," of the new tea advertising. Now it's time to talk about something that's just as important—the "*how*."

How are we going to communicate our story? What will be the tone—the manner—of the advertising?

To begin with, it goes without saying that the advertising will be warm, friendly and relaxed—like tea itself. Believability will be invited by utilizing what you might call the "slice-of-life" technique. We will show *real* people in realistic situations talking about their *change* to tea, and the pleasure it has given them.

The commercials will dramatize, in a way that builds conviction, such major ideas as: (1.) Tea tastes good; (2.) tea gives you a lift; (3.) Tea doesn't upset digestion or nerves; (4.) Tea relaxes you; (5.) Tea lets you sleep.

What they do

Equally important, everything about the commercials—the people, the situations, the backgrounds, the words, the pace and tone—will reflect the pleasure of changing to tea.

The commercials are calculated to lead the viewers to *draw for themselves* the conclusion that it's a pleasure to change to tea. For those who have already made the change, the commercials will serve as confirmation of their food judgment.

Again and again, this single theme will be voiced: *CHANGE TO TEA*. Through repetition we hope to achieve deep penetration.

At this point, a few words need to be said about the Tea Council's famous line—"Take Tea and See." We feel this slogan has through long usage, become a valuable property. It fits in beautifully with the new advertising approach. The new commercials make it more beautiful, more valuable than ever.

Therefore, it is our intention to continue to use it extensively—as a quick, immediately identified symbol for tea advertising—a provocative invitation to make the change.

This year we have two types of commercials—20-second and 10-second.

The 20-second commercials carry the brunt of the attack with the full selling story. The 10-second commercials are designed to register a single important idea about tea, and will be used to reinforce the main effort.

We're all agreed, I think, that tea's best opportunity for increased consumption lies in wider acceptance as a meal-time beverage as opposed to a beverage for special occasions. That is why the first commercial takes place in a dining room.

The next 20-second film is also planned to take advantage of tea's opportunity as a dinnertime beverage. It takes place at a restaurant and puts tea in the picture in a natural, unforced, thoroughly believable manner.

The third 20-second commercial is a nice variation on the dinnertime theme, registering the pleasures of tea in the living room after dinner is over.

Still another variation dramatizes the fact that all kinds of people drink tea in all kinds of places, including diners.

One of the most likable things about tea is its ability to pick you up—without disturbing your sleep later on—*pleasure without penalty*. This is the theme of a fifth 20-second commercial?

Now an example of a 10-second commercial. It has a single big idea spiced with animation and the sprightly, memorable "Take Tea and See" jingle. The important line, "Better For You", will also be used in conjunction with the "Take Tea and See" jingle in another 10-second commercial.

We've spent a good deal of time talking about the commercials, and that's as it should be. But as we all know, it takes more than good commercials to make a good advertising campaign.

As important as the commercials themselves is the matter of *where* and *when* they are going to appear—who is going to see them—and how often.

It goes without saying that to squeeze every bit of good out of the advertising dollars available, we've got to be sure that we are reaching the people we want to reach—at the time they are likely to be most receptive to what we want to tell them. This the Tea Council and the agency have bent every effort to do.

Earlier this year, we jointly set up four major criteria for our television spot purchases. They were:

1. Continue the successful pattern of hot tea spot advertising in our basic markets.
2. Buy television spots only during evening viewing hours, so that our effort would be against the family group.
3. Run the spots as often as possible.
4. Keep the spots on the air as many months of the year as possible.

The problems created by increased costs in television and other advertising media naturally determined to a large degree how completely we could live up to the agreed criteria.

Research has shown that changing to tea is a *family* decision—that is, it's made by the man and woman together. And just about the only time you can reach the family together is in the evening.

"Plus" for tea

This alone, of course, is justification enough for buying evening spots. But there are other reasons, too—each of them a worth-while "plus" for tea:

1. Four times as many men watch television at night as during the day.
2. More women watch television at night than during the day.
3. Four times as many television sets are in use at night than in the daytime.
4. There are 40% more viewers per set at night than during the day.

It boils down to this: while nighttime spots cost more, and are harder to get, *the nighttime television audience is five times bigger than the daytime audience*.

The nighttime television campaign for hot tea will cover our 12 basic markets: Baltimore, Boston, Chicago, Cleveland, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, Providence, San Francisco and Washington, D.C.

By the middle of October, when consumption of hot beverages begins to peak, our frequency goes to a level which, in effect, will enable us to reach all television homes in each market an average of $1\frac{1}{4}$ times per week. We shall continue at that level for the balance of the peak hot tea season—through the end of February, a total of 23 weeks of hot tea advertising.

Northeast India halts tea picking early

The Calcutta Tea Regulation Committee, comprising representatives of tea producing associations of North-east India, has decided on an early closure of this year's tea plucking season.

The committee said that in view of the "more than adequate supply of ordinary tea on the Calcutta and world markets, which has led to many gardens selling at below their production costs for the greater part of this season," it had recommended that all member gardens in Assam Valley and Dooars stop plucking on Nov. 20.

Normally, plucking continues until the end of December.

Nairobi tea auction opened

The first auction of Kenya-grown tea was scheduled to take place in Nairobi early in November.

If successful it will mark the opening of a regular auction mart on the lines of Calcutta, Ceylon and Chittagong.

The management committee announced that it hoped the auctions would be held monthly—and more frequently, if enough tea was available.

Form East African tea trade association

Formation of an East African Tea Trade Association was announced in Nairobi.

Its members are merchants, brokers and warehousemen, while producer organizations will be eligible for associate membership.

New tea areas for Pakistan

Experiments are being carried on for production of tea in Northern Pakistan and in Azad Kashmir, it is reported by Khalid Askary.

Some encouraging results have been achieved, and with further efforts, tea production is expected to rise within the next two years.

Asks land in Cameroons for tea

A tea-growing concern, the Estates and Agency Co., Ltd., has confirmed in London that it had applied to the British government for a grant of 4,000 acres of land in the Southern Cameroons with a view to starting a tea plantation.

"We have every hope that our application will be granted," said an official of the company which has plantations in Ceylon and South India.

Claims tea drinking championship

A Melbourne, Australia, broker says he is the champion tea drinker of the world, and he is prepared to back himself for a stake of \$60 against all challengers.

He has drunk 90 cups of tea a day for the last 25 years—about 40,000 cups in all. He was recently presented a golden teapot by the Tea Bureau office there.

Australia is now rated as the world's greatest tea drinking nation, with an average annual per capita consumption of seven pounds.

McCormick offers ceramic quart iced-tea pitchers

Ceramic quart iced tea pitchers, valued at \$2.00, were offered by McCormick & Co., Inc., Baltimore, for 89¢ with the purchase of a 48-bag box of McCormick Tea.

The pitchers were stocked and distributed by the retailers.

Another McCormick offer was a steak knife, for \$1.00 and a boxtop.



24

When you ship
TEA

*APL speed, APL handling saves
time, saves cargoes, saves money*

SPECIFY APL—and see your tea shipments arrive on time... your invested capital go back to work faster! Ship via APL's fleet of modern vessels on three major trade routes offering fine facilities for fast, safe cargo handling on board and ashore!

To insure product quality all the way, APL makes its holds teapot-clean before taking tea aboard, guards this delicate commodity with expert stowage and "climate control" through the latest dehumidification systems.

See your Freight Forwarder or Broker for schedules and bookings... Make the "Presidents" part of your distribution system today!

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ATLANTIC-STRAITS



AMERICAN PRESIDENT LINES

General Offices: 311 California Street
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HER
SINES



Breaking ground for the new Eppens, Smith plant are (from left) Maurice H. Ludwin, realtor; John Pasko, Eppens, Smith sales manager; John Beggs, builder; John Meister, Eppens, Smith director; Henry Fisher, also a director; Secaucus Mayor John J. Kane; Fred M. Bade, Eppens, Smith director; Frank Hodson, president of the coffee and tea firm; Edward Fletcher, treasurer; Victor Hugo, director; Marvill Platoff, attorney. May 1st, 1957, is target date.

Eppens, Smith breaks ground for new plant in New Jersey

The century-old Eppens, Smith Co., Inc., young in heart and forward looking, is currently embarking on a series of trail-blazing moves designed to improve its service to the coffee and tea industry.

On May 1st, 1957, the company expects to start operations at its new coffee and tea processing plant in Secaucus, N. J. In developing the plan for this spacious, one-story building, Eppens, Smith is setting precedents by the score in speeding up the processing of coffee and tea.

One of the leading features of the new plant will be that the entire processing operation will be carried out on one floor on an assembly line system. Unroasted green coffee and unpacked tea will be handled at one end; packing and roasting facilities will be located in the center, with shipping facilities and loading platforms situated at the far end of the building.

Frank E. Hodson, president of Eppens, Smith, and his talented staff have been masterminding the new methods of operation for more than two years, and in their new plant they believe that they will have one of the finest and most complete coffee and tea processing operations in the world.

A modern and progressive company, Eppens, Smith has a distinguished past. The firm had a modest beginning more than 101 years ago when the parent company, Globe Mills, was founded at 105 Murray Street, New York City. Thomas Reid, one of the company's founders, pioneered a number of innovations in the trade, and during his lifetime he was recognized as leader in the coffee roasting business.

It was in 1863, a decade after the company had been established, when Reid, who had lost his partner during the first year of Globe Mills, teamed up with John F. Pupke. The partners operated a business on Washington Street known as Pupke and Reid. Thereafter followed several partnerships, until 1890, when the firm received its present name, the Eppens, Smith Co., Inc.

Actually, the company didn't go into the tea packing business until the 1920's, when it installed a carton-packing machine for coffee and a machine for packing tea in half-pound containers.

Under the guidance of H. F. Knockler, Eppens, Smith made rapid strides in tea packing during the mid-twenties. Mr. Knockler joined the company in 1925 and later became president. Under his leadership, Eppens, Smith was the first to use the present tasteless tea bag paper for packaging individual portions of the beverage.

Today, the company provides a comprehensive service for the tea trade, and is one of the leading packers of tea bags in the country, as well as a distributor of a large volume of bulk tea.

Eppens, Smith presently occupies one of the largest tea and coffee packing plants in the East, in Long Island City, N. Y. The fully equipped plant covers 135,000 feet of floor space devoted to coffee roasting and packaging in vacuum cans and bags, and instant coffee, tea packaging in individual bags, glass and cartons.

Aside from supplying top quality coffee and tea to the American wholesale markets, Eppens, Smith also packs under private labels as well under familiar brand names. The company's most popular brands are Holland House Coffee and Tea, and Pride of Kildare and Challenge Tea.

Although Eppens, Smith has rounded out more than a century of service to the American coffee and tea industry, the company is continuing to pioneer in progressive techniques. The most notable example of this is its new Secaucus plant.

India: meeting the seasonal handicap

(Continued from page 26)

buyers generally will give a preference to the well made hard leaf types.

I feel that a word or two concerning "sortation" would be in order. I frequently receive complaints that the Broken Orange Pekoes and Orange Fannings are too high in price, while the Broken Pekoes and Broken Pekoe Fannings are too thin in liquor. It seems to me many producers are adopting rather extreme methods in their sortation, and that some effort should be made to improve the lesser grades and thus provide our market with better liquoring teas at more moderate prices.

I have made one or two references to export duties. I would not presume to question the right of any country to levy export duties on its products, but I think it only right to point out to India that buyers take export duty into consideration just the same as transportation or other charges when evaluating India teas in comparison with other growths, and unless India tea compares favorably, both quality-wise and pricewise, with other growths, it cannot be sold. It is a fact, therefore, that in the final analysis the export duty comes out of the pockets of the producers, and I think the government of India should consider carefully what effect, if any, export duties may have on the ability of the India producers to compete in world markets.

To sum up: India and Pakistan are laboring under somewhat of a handicap on the American market because of the seasonal nature of most of their tea and the one possible move to overcome that handicap is an effort to improve the quality of the tea produced during the later months of the year.

Editorials

"Just one more"

If you haven't already come to that conclusion, we'd like to suggest it: keep this issue of COFFEE & TEA INDUSTRIES, formerly The Spice Mill.

You'll want it for reference.

Possibly never before has so much material on the current coffee situation been put into the regular monthly issue of a business paper in this field.

The material covers coffee's many aspects in this country, in the producing countries, in other consuming countries.

But the more than 65 articles also have a theme, the same theme which is the pivot for the 1956 convention of the National Coffee Association of the U.S.A.

We hope that the "fact reference" section in the following pages helps to carry forward the objective of "just one more"—and to turn the 8,000,000-bag-a-year potential into reality.

Here, selected almost at random, are some highlights from the articles in the issue . . .

* * *

"One more cup daily, although an ideal today, is yet a specific goal for tomorrow.

"It would mean an increase of more than 35% in U. S. coffee volume.

"It would mean an increase in import value of about half a billion dollars annually.

"It would increase overall per capita consumption to more than 21 green pounds per year, higher than it has ever been before.

"All from 'just one more' cup a day."

John F. McKiernan, President, National Coffee Association.

* * *

"I've heard the complaint that 'business is in the doldrums.' My understanding of that word is 'a state of listlessness.' If an uptrend of 3,400,000 more bags roasted within two years can be called a state of listlessness, then I, for one, will be content to live in that state from here on in."

Arthur L. Rausoboff, Chairman, National Coffee Association.

* * *

"There is evidence that too many in the coffee industry have been inclined to feel apologetic regarding the public attitude toward today's so-called 'high' coffee prices. The truth, flatly stated, is that coffee prices are too low, and have been for generations . . ."

Donald R. Stewart, President, Chicago Coffee Club.

* * *

"It is somewhat disappointing to have to confess that after

more than 200 years and the advent of the industrial revolution and the atomic age, the great majority of the coffee growers have not brought improvement to the methods used at the time of de la Roque's writing."

Pierre G. Sylvain, Instituto Interamericano do Ciencias Agricolas.

* * *

"There it is—the pushbutton coffee plant—the 'perfect plant of the near future!' Is it practical? Is it efficient? Is it worth the investment?

"Yes, it is. It may seem like 'fancy trimmings' to many of us who were educated and trained in the pre-electronic era; but like everything else, the coffee business and coffee processing efficiency standards have changed."

J. L. Robinson, Vice President, Jabez Burns & Sons, Inc.

* * *

"May I inject a note of warning—not as a pessimistic approach, but with the hope that we can convince certain members of our industry that they have taken the wrong path and need to get back on the highway, not only for the good of all, but what is more important, for their own financial survival.

"We have all been disturbed by the influx of cheap vacuum pack coffee which has appeared on many grocers' shelves during the last half of this year, ranging in price from 69¢ to 79¢ a pound."

Jack R. Durland, Director, National Coffee Association.

* * *

"Soluble coffee sales today are moving toward an annual volume of \$400,000,000—well below the ground coffee sales of \$1,200,000,000. In other words, soluble coffee accounts for \$400,000,000—or 25%—of the total dollars spent on coffee.

"The ratio of soluble to ground coffee in terms of cup equivalents now approximates 40%. Most significantly, strong gains in ratio, volumes and dollar sales continue in the highly developed soluble markets of the East, with slower but steady progress in the West."

Clifford Spiller, Director of Marketing, Maxwell House Division, General Foods Corp.

* * *

"Some companies might be wise to provide an incentive plan to create interest in ('one more cup') among the route men. In order to set the ball rolling with the restaurant operator, a plan could be devised to offer a moderate compensation in one form or another, based on a consistent increased volume over a set period of time."

Richard T. Moseley, President, Los Angeles Coffee Club.

YOU -

JARROLD BURNS AND GUNS, INC.
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JAMES BIRNS AND SONS INC.

JAMES BURNS AND SONS

PIPS

RECEIVED

ENGINEERS

IMPORTANT PEOPLE THE COFFEE INDUSTRY AND-YOUR CUSTOMERS!

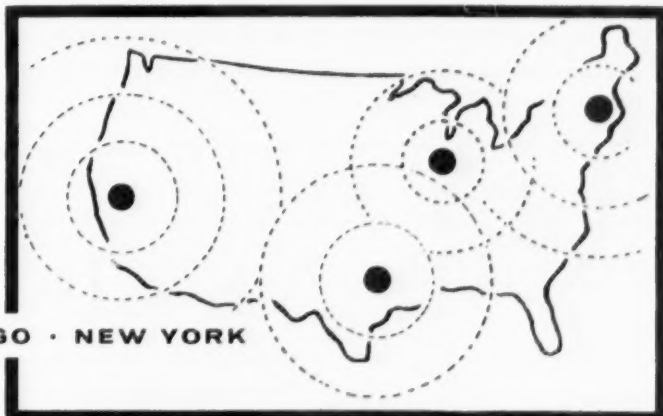
EVERY product and every service of Jabez Burns & Sons, Inc., is designed and offered with just one thought in mind—TO HELP YOU SUPPLY MORE CUSTOMERS WITH BETTER COFFEE, MORE PROFITABLY—FOR YOU AND FOR THEM.

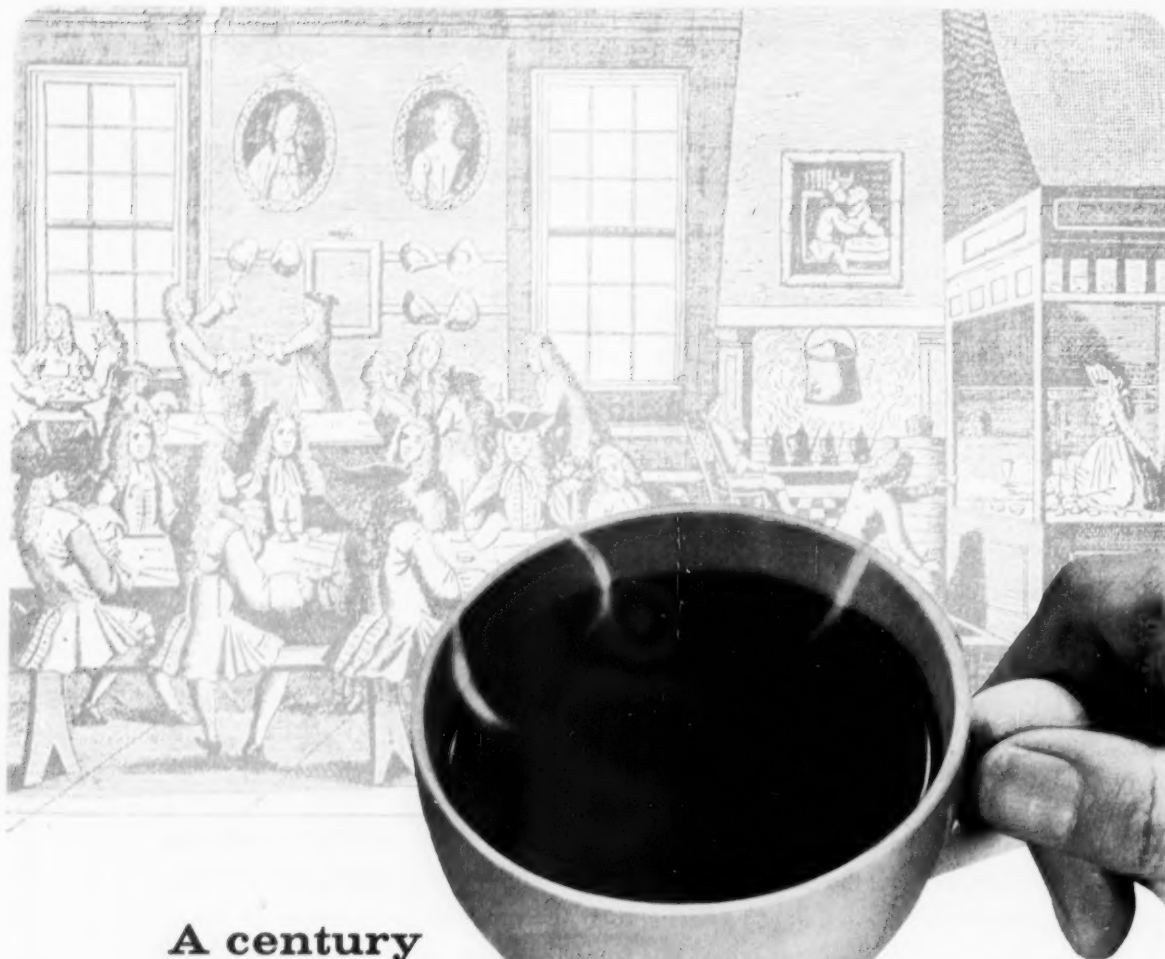
In our advertising in 1956, BURNS has attempted to spell out the advantages of our equipment and our services in giving the consumer the finest possible cup of coffee in the world—in fact in giving the consumer the finest beverage in the world.

AND, because coffee is a national institution, in order to serve you and your customers better, BURNS has established four offices in strategic cities across the country.

SO, if you are seeking to sell more and more satisfied customers more and more profitably, may we suggest you consider the products and services of Jabez Burns & Sons, Inc., the company which thinks that you and your customers are the most important people in the industry.

LOS ALTOS • DALLAS • CHICAGO • NEW YORK





A century and a half of "Coffee Breaks"

Since the wonderful days of the old coffee houses, The First National Bank of Boston has been closely associated with the coffee industry, helping to finance coffee from bean to cup. We're proud of this long association with coffee men. And of course — we're always at your service.



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Member of the
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Corporation

HEAD OFFICE: 67 Milk Street, Boston, Massachusetts

Represented in New York by FIRST OF BOSTON INTERNATIONAL CORPORATION, 2 Wall Street • *Overseas Branches:* **IN ARGENTINA:** Buenos Aires, Avellaneda and Rosario • **IN BRAZIL:** Rio de Janeiro, Sao Paulo and Santos • **IN CUBA:** Havana, Santiago, Cienfuegos and Sancti Spiritus
IN EUROPE: *Representative Office:* 146 Leadenhall Street, London, E. C. 3, England. *Correspondent banks throughout the world.*

"Just one more"

"If each person 15 years or over had consumed one additional cup of coffee daily last year, we would have processed and sold nearly 8,000,000 more bags of green coffee." NCA President John F. McKiernan.

1956 Coffee Convention "Fact Reference" Section

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"Just one more"

By JOHN F. McKIERNAN, President
National Coffee Association

"Just one more" is the theme for the National Coffee Association's 46th annual convention this year, and before going any further, I feel that I should elaborate on the meaning of this phrase. Specifically, it means that if each person in the United States over 15 years of age drank "just one more" cup of coffee every day, the result would be 8,000,000 more bags of green coffee sold each year! Eight million more bags to be grown, shipped, imported, roasted, packed, distributed and sold to consumers.

One more cup daily, although an ideal today, is yet a specific goal for tomorrow.

It would mean an increase of more than 35% in U. S. coffee volume.

It would mean an increase in import value of about half a billion dollars annually.

It would increase overall per capita consumption to more than 21 green pounds per year, higher than it has ever been before.

All from "just one more" cup a day.

"Very interesting," you may say, "But how does one sell the consumer on that extra cup?"

If there are any pessimists among my readers, may I remind them that by first creating the desire for "one more" in the minds of consumers, through advertising, Henry Ford managed to put that second automobile in thousands of private garages.

Many homes today have at least two telephones, at least two radios, and one home in every 25 has two or more television sets. If consumers can be motivated to want and buy more than one of these comparatively high-cost units of merchandise, can anyone seriously doubt that they can be persuaded to want one more cup of coffee daily.

One of the Pan-American Coffee Bureau's recent surveys shows that, in the minds of consumers, that second cup of coffee at a sitting holds a very unique position. As one respondent to a questionnaire put it: "That first cup is a necessity, and the second one more in the luxury class." Another said, "I think the best cup is the second cup. . ."

The conclusion that can readily be drawn from these excerpts is that most coffee consumers are already predisposed to like and want another cup, especially at mealtimes. This natural inclination on the part of our consumers can and should be cultivated to an even higher degree by subtly incorporating into coffee advertising the idea that the second cup at a sitting is the one that heightens most the pleasures of life.

In addition to "just one more" at mealtime, there are many areas where coffee consumption has not yet reached its

Trade Roast

By DOUGLAS WOOD



McKiernan: "Hi, fellas! Come on in . . . for 'just one more'."

saturation point. Iced coffee, the coffee break, better-brewed coffee, the youth market—all offer opportunities for selling "just one more."

Possibly one of the largest unexploited areas for coffee is selling it not in a cup, but in a glass—tall, well-chilled, and refreshing in hot weather.

This year marked the first time that iced coffee became a contender in the summer cold beverage market on an industrywide basis. I wish I could say that every member of the trade participated wholeheartedly in this promotion. Of those who did take part, however, we know of cases where roasters reaped additional profits. It is most interesting to note that during a relatively cool summer, coffee purchases by American housewives were 2.2% higher than during the hot summer of 1955.

Coffee companies participating in the iced coffee promotion this year were not without plentiful assistance from both the National Coffee Association and the Pan-American Coffee Bureau. More specifically, the Bureau promoted iced coffee through full-color, full-page advertisements in consumer magazines, and supplied, at less-than-cost, many point-of-purchase display materials for the trade to use.

A special iced coffee recipe booklet, produced by the NCA for members of the General Federation of Women's

★ A Coffee Convention "Fact-Reference" Feature: Program

Clubs, also proved to be a valuable promotional tool for Association members.

Further proof of the effectiveness of advertising iced coffee to increase summer coffee sales will be found in a forthcoming issue of this magazine, in the results of a survey conducted by the editor of COFFEE & TEA INDUSTRIES, formerly The Spice Mill.

Just one more example of just one more market for coffee is the coffee break, the full potential of which has never been fully realized. Of the 73% of the non-farm work force in the United States who are *allowed* to have coffee during working hours, only 34% *actually drink coffee* in the morning, and 18% in the afternoon.

There is no one organization that can promote the coffee break single-handedly. To be fully effective, the concerted efforts of the entire coffee trade are needed to bring the coffee break to all of industry.

Better brewing is a subject which I consider of prime importance. Coffee today is being brewed at the national average extraction rate of 60 cups to the pound. I doubt that anyone in the coffee industry would serve coffee, brewed at this ratio, in his home. Yet we allow our customers, and in some cases urge them, to make coffee at this rate.

I have heard advanced the argument that "our customers want their coffee brewed at 60 cups per pound." While there can be no dispute in matters of taste, I wonder why

it is that the national preference in 1949 was an average of 45 cups to the pound.

Another principal unexploited coffee market is youth.

We found, in the survey conducted for the NCA by Benson & Benson, that most parents considered age 16 right and proper for their children to start drinking coffee. The fact of the matter is that by the time young people reach this age, half of them are already drinking coffee—but mostly just one cup and usually at breakfast.

I cannot repeat too often my premise that the coffee industry is approaching this vast teen-age market too conservatively. Nor can I over-emphasize the point that unless we act now, and quickly, we are going to see future generations of consumers lured, during their formative teen years, into a preference for soft drinks, milk, fruit juices, and even beer—with not much room left for coffee. Benson & Benson interpreted as a danger signal the survey finding that fewer housewives in the under-30 group are serving coffee. "A lowering proportion of customers in the young age group, if not corrected, could foreshadow a shrinking of the market in the future," the researchers warned.

To further illustrate my point, may I cite per capita consumption of soft drinks, which has jumped a whopping 90% just since 1940. It has been the natural persuasive power of millions of soft drink advertising dollars, directed

(Continued on page 163)

1956 NCA Convention Program

Here is a guide to what will happen at the 1956 convention of the National Coffee Association. This program is preliminary, however, and some changes may be made.

Monday, November 26th

9:00 a.m.—Coffee Time, "just one more." NCA Chairman Arthur L. Ransohoff welcomes convention, introduces guests of honor. Peter Folger, NCA vice chairman. John F. McKiernan, NCA president, in keynote report. Jack Von Volkenburg, president of CBS-TV, guest speaker of the morning.

Evening—Chairman's reception, dancing and entertainment.

Tuesday, November 27th

9:00 a.m.—Coffee Time, "just one more." Session called to order by Chairman Arthur L. Ransohoff. Dr. Virgil Reed, vice president and associate director of J. Walter Thompson, Inc., on "How many 'one mores' can your market take?" Premiere of "The Magic Cup", NCA's new coffee movie. Success stories. Charles G. Lindsay, manager, Pan-American Coffee Bureau, Visual demonstration of quantity brewing by Coffee Brewing Institute.

Evening—Pan-American Coffee Bureau cocktail party, dancing and entertainment

Wednesday, November 28th

9:00 a.m.—Coffee Time, "just one more". Session opened by Chairman Arthur L. Ransohoff. Judy Gregg, of Gilbert Youth Research, on the potential for coffee in the youth market. Panel discussion on coffee marketing, with Peter Folger presiding. Evening—Ranch Party at Cabana Club, dancing, entertainment.

Thursday, November 29th

9:00 a.m.—Coffee Time, "just one more". President John F. McKiernan opens meeting. Introduces panel on Armed Forces Coffee roasting: Brigadier-General Ray J. Laux, H. Q., Q. M. Market Center System; William W. McCollum, H. Q., Q. M. Market Center System; Miss Gladys E. Jackson, N. Y. Q. M. Market Center System; Anton G. Jedlicka, Q. M. Inspection Service Command. Coffee break. Business meeting. John F. McKiernan presiding. Committee reports, election of officers.

Evening—Annual banquet, dancing, entertainment.



No switches on this track

Years of faithful service have earned the vacuum-pack coffee can an enviable reputation. In homes from coast to coast, this familiar can—originated by Canco—always means coffee at its peak of freshness for that full, rich, delicious flavor millions enjoy.

It hardly seems possible that the vacuum-pack coffee can could be improved. But that's exactly what Canco engineers have done, for now they've made it easier than ever to open!

Once you start to turn the key on one of these Canco vacuum-pack cans, you're headed for *certain* success, with not one bit of difficulty. Two head lines—one on either side of the tear strip—make sure the strip *stays*

on the straight and narrow. It *can't* get switched off the track.

Today no coffee container in the world can offer you more advantages than the vacuum-pack can with the new self-tracking feature.

Today no coffee container in the world can offer you better flavor protection than the vacuum-pack can, originated by Canco.



CANCO

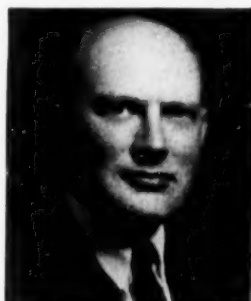
American Can Company New York • Chicago • San Francisco

what doldrums?

By ARTHUR L. RANSOHOFF, Chairman
National Coffee Association

Those who know me will tell you that I am a man who has little patience with the "prophets of doom" in this business. Of course, these pessimists will never admit that they are taking anything but a "realistic" viewpoint. But I suspect that they're limiting their observations only to the unpromising realities.

They will tell you, for instance, that green coffee imports into this country slumped in 1954, which they did — by nearly 4,000,000 bags. That's a reality. But imports rallied upward last year to the tune of nearly 2,500,000 bags, and imports for January through August of this year were running more than 2,800,000 bags ahead of the same period in 1955. Those are realities, too.



Another example. They will tell you, these crepe-hangers, that roasting volume was down in 1954. That, also, is a reality. But is there anything *unreal* about the figures which show that roastings through the first 41 weeks of this year outpaced volume for the same period of 1954 by nearly 3,400,000 bags, and by 1,690,000 bags for the 41 weeks of 1955?

I've heard the complaint that "business is in the doldrums." My understanding of that word is "a state of listlessness." If an uptrend of 3,400,000 more bags roasted within two years can be called a state of listlessness, then I, for one, will be content to live in that state from here on in.

Face realities? Of course, we do. But let's face *all* of them! For instance, let's face the projected realities that some of our traffic engineers viewed too skeptically when they gave us turnpikes that were designed to be adequate for many years—only to see them become obsolete within a short time after the ribbons were cut.

I mean projections such as these:

In January of this year, our population was 166,766,000. In January of 1957, it will have risen to 169,000,000, and by July of 1960—while our newly-elected president is still in office—it will hit 179,400,000! That's total population.

Now, if we agree that the 15 to 19 age group is the new coffee market, let's take a look at what will happen there. In July of last year, this age group numbered 11,186,000. By July of 1960—just three and a half years

hence—that market will have swelled to 13,381,000. How many "Just one more cups" we sell to that mushrooming market will depend largely on who prevails among the members of this industry—the doers or the doubters.

I understand that it's something of a tradition for the NCA Chairman to extend in this edition an invitation to all members to come to our convention. But I'm going to be, for the moment, a non-conformist, and pull a switch on Old Man Tradition. While all members, of course, are invited to send representatives to Boca, the trip might not prove fruitful for those who come with minds locked tight against new ideas, or ideas which have never been given their full rein.

We expect to present a businesslike agenda with speakers from outside the industry who have long experience in the field of merchandising. We will dramatize factual examples of success stories conceived, executed and capitalized on by members of the coffee trade who proved they could sell literally millions of "Just one more cups." It's probably true that Macy's doesn't tell Gimbels—at least in advance. But when a conference room project is closely followed by a sales counter bonanza, there's nothing to prevent the rest of the trade from "the sincerest form of flattery"—imitation, or more likely, adaptation.

As all who have been to Boca know, all kinds of fun are within a chip shot, bar's length, or palm-shaded mile of the auditorium. Our program is designed to permit time for at least a putting session, a "quick one," or a dip in the ocean before lunch. Thereafter, the hours are completely "at your leisure" until the next morning's business session.

I've seen the business agenda and I'm convinced it will be as informative and inspiring as any we've ever had. Furthermore, it has been enlivened and given a fast pace by the use of a format never before used at our conventions. In short, attendance at every session will be stimulating for every coffee man who takes his business seriously, wants to learn more about it, and is interested at all in how he can gain personal profit by selling "Just one more cup."

They say that the difference between a pessimist and an optimist is that the one complains that his cup is half-empty, while the other rejoices that his is half-full. And so, if the pessimists in the coffee industry will agree to set out to sell "Just one more cup"—even half-empty, then the optimists among us will be glad to take care of selling the other half.

selling more coffee

By DONALD R. STEWART, President
Chicago Coffee Club

The problem of selling more coffee has the same basic aspects as the problem of selling more of anything else. You have to have an adequate supply to meet increased consumption, you have to make people want to consume more, and you have to offer it at a price they're willing and able to pay.

It may be hard to stifle a yawn at thus meeting once more the familiar law of supply and demand, but you can't get away from it. It's as old as life itself. The matter of price is a somewhat more recent complication—but it's been around a long time too.

At least we can get away from the abstract and take a quick look at some concrete facts. Taking them in the right order—in accordance with the law which won't be mentioned again—the first to be considered is that next year there will be a coffee surplus of approximately 8,000,000 bags.

Is that a sufficient supply to warrant a strong effort to build increased demand? The answer is yes, but with certain reservations. The reservations have to do with the fact that a coffee surplus is, in one sense, like a long fuse. Burn it to the end and there'll be a price explosion. Even if you only get close to the end there might be sparks enough to set it off. A price structure is often so delicately balanced that even a trend can affect it.

Greater coffee production is consequently an urgent first step toward the objective of selling more coffee. We all know there are rigid physical and horticultural limitations that stand in the way. The fact that time itself plays so important a part makes it important that such influences as can be put to work should be brought to bear immediately. All aspects of future production should be thoroughly and consistently explored, with a view to developing an indispensable guide—one that will permit the increased selling objective to be defined in terms of reasonable, practical figures. We must know how far we can safely go, and at what pace, before we start.

Assuming that coffee production can be increased, within whatever limits are determined, the process of building more consumer demand changes from a mere question:



"Can we do it?" to an imperative: "We've got to do it!" We're all acquainted with what happens when supply takes too long a lead.

The problem of stimulating greater demand can be stated more simply than solved. People consume more and more of any product as they grow to like it better. Practically everybody likes coffee to begin with, so not a great deal needs to be done about merely extending its appeal. The key to the problem lies in the fact that too many people don't like it the way they get it. Good coffee—certainly good coffee in the cup—is a rarity in far too many American homes. In millions of families where coffee is considered a daily necessity, mediocre coffee cancels the desire for second cups.

Improvement in the present average quality standards of blending, roasting and packaging coffee could go a long way towards accelerating coffee consumption—even if it meant a rise in the current average price level. The price impediment (other than the explosive kind) is not one to be met with excessive caution—as will be pointed out later. Coffee, with its noble traditions and high standing as the most pleasing and satisfying accompaniment to good food—or as individual refreshment—is faced with too much serious competition from such products as carbonated beverages—especially among teenagers. Greater regard for the superiority of coffee can only be achieved by promoting and safeguarding the inherent quality characteristics of coffee itself. And there is plenty of evidence that good coffee is good business.

It can be argued with reason, of course, that given the world's finest quality coffee, countless people would ruin it by slipshod and improper methods of brewing and serving. The answer to that should be obvious. What is needed is a vigorous and sustained campaign by the coffee industry to educate people on the best methods of preparing coffee. Such a program would classify as a worthy public service, for it would result in nothing but benefit to the consumer, freely offered. It would benefit everyone in the coffee business by inducing a stronger appetite for coffee that would inevitably raise consumption. And it would lift coffee in public esteem, because people tend to regard more highly that which they are taught to treat with care.

And now as to the matter of price. There is evidence that too many in the coffee industry have been inclined to feel apologetic regarding the public attitude toward to-

(Continued on page 51)

What they say about "The Magic Bean"

"... this little booklet is certainly most fascinating and very well done ..."

"... an excellent job! Something like this has long been needed by the Industry, and it should make many friends for us. Thank you for making it available ..."

"... very interesting and valuable for coffee promotion ... very important for the future of coffee because the younger generations seem rather uninformed about coffee ..."

The Magic Bean

The STORY OF
COFFEE



"... it sure has an awful lot of good information packed into it ..."

"... an excellent treatise on coffee ..."

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... and here's space for your brand imprint.

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New York 5, N. Y.

WHO DISCOVERED COFFEE

AN ARABIAN LEGEND RELATES THAT COFFEE CAME INTO USE WHEN IT "GOT THE GOATS" OF A CERTAIN HERDSMAN NAMED KALDI.

HE TOLD THE ABBOT OF A MONASTERY THAT HIS FLOCK WENT INTO A HAPPY DANCE AFTER EATING THE CHERRY-LIKE FRUIT OF A CERTAIN TREE.

WHEN THE ABBOT BOILED THE CHERRIES IN WATER HE BREWED A BEVERAGE THAT HELPED THE MONKS STAY AWAKE DURING MIDNIGHT PRAYERS.



FIRST EATEN AS **FOOD**



LONG BEFORE THE BEANS OF COFFEE CHERRIES WERE ROASTED AND MIXED INTO A BREW, DRIED COFFEE CHERRIES THEMSELVES WERE CRUSHED, MIXED WITH FAT AND EATEN AS FOOD. EVEN TODAY, THE MEN OF THE GALLA TRIBES OF AFRICA USE SUCH "COFFEE BALLS" AS RATIONS ON SAFARIS.

FIRST COFFEE **ROASTERS**

COFFEE FIRST WAS ROASTED IN THE 13TH CENTURY BY "COOKING" A HANDFUL OF BEANS IN CRUDE CLAY OR IRON DIPPERS OVER AN OPEN FIRE.

MODERN ROASTING EQUIPMENT CAN PROCESS THOUSANDS OF POUNDS OF COFFEE EACH HOUR.



What they say about "The Magic Bean"

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FREE?



GOOD

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CHERRIES
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ALLS" AS
N SAFARIS.



KE PLENTY,
UL, I CAN
RINK TEN
GALLONS

THE FRUIT THAT MADE HISTORY

THE COFFEE TREE IS A DELICATE TROPICAL PLANT WHICH GROWS TO A HEIGHT OF 25 TO 30 FEET. IN SOME AREAS IT IS PRUNED TO A HEIGHT MORE CONVENIENT FOR PICKING.

THE PLANT NEEDS LOTS OF WATER, A WARM, HUMID CLIMATE AND JUST THE RIGHT AMOUNT OF SUNSHINE.

FROST, HARSH WEATHER AND DISEASE CAN CAUSE SERIOUS DAMAGE TO THE TREES AND RUIN THE CROP.

COFFEE TREES ARE EVERGREENS WITH GLOSSY GREEN LEAVES. THEIR WHITE BLOSSOMS HAVE JASMINE-LIKE FRAGRANCE. GIRLS WEAR THEM IN THEIR HAIR.



A COFFEE TREE IS ABOUT FIVE YEARS OLD BEFORE IT WILL PRODUCE ENOUGH CHERRIES TO MAKE A SINGLE POUND OF ROASTED COFFEE, AND WILL YIELD ABOUT THE SAME AMOUNT EACH YEAR THEREAFTER.



SINCE THE CHERRIES RIPEN AT DIFFERENT TIMES, EVEN ON THE SAME TREE, PICKING MUST BE DONE BY HAND. ROASTERS SELECT FROM SOME 100 TYPES OF COFFEE TO CREATE BLENDS PREFERRED BY U.S. COFFEE LOVERS.

"... it sure has an awful lot of good information packed into it ..."

"... an excellent treatise on coffee ..."

"... please ship another 5,000 copies ... first supply grabbed up fast ..."

... and here's space for your brand imprint.

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COFFEE ASSN.**

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New York 5, N. Y.

COFFEE BREAK IS BORN.

THE CUSTOM OF THE "COFFEE BREAK" WAS STARTED IN TURKEY SOME 400 YEARS AGO.

A COFFEE HOUSE OR CAFE WAS OPENED IN CONSTANTINOPLE (NOW CALLED ISTANBUL) AND BECAME VERY POPULAR AS A PLACE FOR REFRESHMENT.

WHEN TURKISH ARMIES OCCUPIED EASTERN EUROPE, IN THE 17TH CENTURY, THEY TOOK THE CUSTOM WITH THEM.



COFFEE COMES TO VIENNA.



VIENNA WAS SAVED FROM THE INVADING TURKS IN 1683, LARGELY THROUGH THE HEROISM OF A POLISH MESSENGER, FRANZ GEORGE KOLSCHITZKY. HE SWAM THE DANUBE RIVER SEVERAL TIMES TO CONTACT THE AUSTRIAN TROOPS AWAITING THE

SIGNAL TO ATTACK. WHEN THE TURKS WERE ROUTED, THEY LEFT BEHIND THEM THEIR SACKS OF COFFEE, THEN UNKNOWN AS A BEVERAGE IN AUSTRIA. KOLSCHITZKY WAS GIVEN THE COFFEE AS A REWARD AND WITH IT HE OPENED THE FIRST OF THE FAMOUS VIENNA COFFEE HOUSES.

HIS TREASURE STILL LIVES.

STILL CALLED "THE WORLD'S MOST BEAUTIFUL COFFEE HOUSE" IS ONE OPENED IN PADUA, ITALY, MORE THAN 100 YEARS AGO. IT WAS BUILT BY ANTONIO PEDROCCHI, A SIMPLE COFFEE VENDOR.

WHILE DIGGING IN THE CELLAR OF AN OLD HOUSE HE HAD BOUGHT, ANTONIO DISCOVERED A FORGOTTEN VAULT, LOADED WITH TREASURE.

WITH THIS SUDDEN WEALTH HE BUILT THE ELEGANT CAFE PEDROCCHI.



What they say about "The Magic Bean"

"... this little booklet is certainly most fascinating and very well done ..."

"... an excellent job! Something like this has long been needed by the Industry, and it should make many friends for us. Thank you for making it available ..."

"... very interesting and valuable for coffee promotion... very important for the future of coffee because the younger generations seem rather uninformed about coffee ..."

OUR NATION WAS PLANNED OVER A CUP OF COFFEE

ENGLISH AND EARLY AMERICAN COFFEE HOUSES WERE NOT AS ELABORATE AS THE PEDROCCHI, BUT WERE RICH IN HISTORY AND TRADITION.

THE WORLD'S LARGEST INSURANCE COMPANY, LLOYD'S OF LONDON, WAS STARTED IN A COFFEE HOUSE.

AUTHORS SAMUEL JOHNSON, BOSWELL, BURKE, AND GOLDSMITH GATHERED AND TALKED AT THESE PLACES, CALLED "PENNY UNIVERSITIES" BECAUSE OF THE ONE CENT ADMISSION CHARGE.

THE WORD "TIP" ORIGINATED HERE FROM THE BOXES WHERE GUESTS DROPPED COINS "TO INSURE PROMPTNESS."



EUROPE,
WITH THEM.

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BREAK

HEADQUARTERS OF THE REVOLUTION



AMERICA'S MOST FAMOUS COFFEE HOUSE WAS THE GREEN DRAGON IN BOSTON WHICH DANIEL WEBSTER CALLED "THE HEADQUARTERS OF THE REVOLUTION." PATRIOTS JOHN ADAMS, PAUL REVERE, AND WEBSTER MET THERE TO PLOT THE STRATEGY OF THE REVOLT AGAINST ENGLAND.

THE COLONISTS' RESENTMENT TO THE STAMP ACT, WITH ITS HEAVY TAX ON TEA, INSPIRED THE FAMOUS BOSTON TEA PARTY.

"TAXATION WITHOUT REPRESENTATION IS TYRANNY"

IN THE EARLY DAWN OF DEC. 16, 1773, COLONISTS DISGUISED AS INDIANS, RAIDED A BRITISH SHIP AND TOSSED ITS CARGO OF TEA INTO BOSTON HARBOR.

THIS HISTORIC EVENT GAVE COFFEE ONE OF ITS FIRST ADVANCES TOWARD BECOMING AMERICA'S FAVORITE BEVERAGE.



"... it sure has an awful lot of good information packed into it ..."

"... an excellent treatise on coffee ..."

"... please ship another 5,000 copies ... first supply grabbed up fast ..."

... and here's space for your brand imprint.

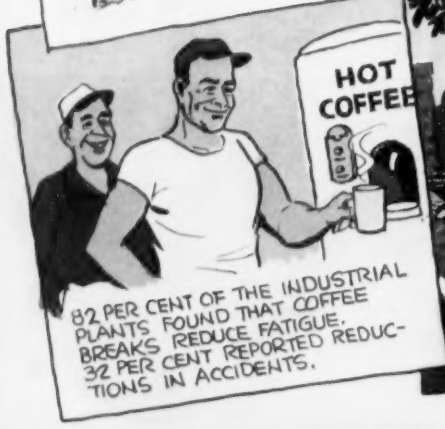
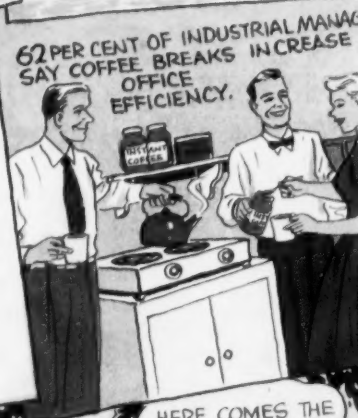
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From COFFEE HOUSE of YESTERDAY



What they say about "The Magic Bean"

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"... very interesting and valuable for coffee promotion... very important for the future of coffee because the younger generations seem rather uninformed about coffee ..."

STERDAY



to COFFEE BREAK of TODAY



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MAJOR PORTION OF U.S. COFFEE IMPORTS (ABOUT 17 MILLION BAGS) COMES FROM LATIN AMERICAN COUNTRIES. CASH PAID FOR THIS COFFEE MAKES UP A LARGE PART OF THE $3\frac{1}{3}$ BILLION DOLLARS WORTH OF U.S. PRODUCTS BOUGHT IN AN AVERAGE YEAR BY LATIN AMERICANS. THIS REPRESENTS $\frac{1}{4}$ OF ALL ANNUAL U.S. EXPORTS.

What they say about "The Magic Bean"

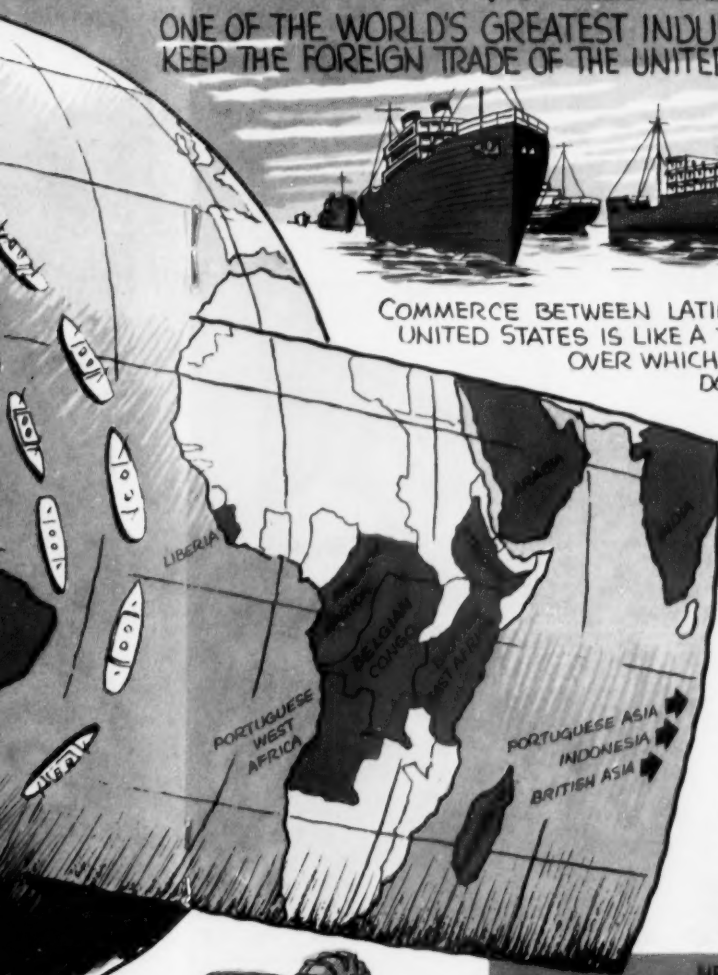
"... this little booklet is certainly most fascinating and very well done ..."

"... an excellent job! Something like this has long been needed by the Industry, and it should make many friends for us. Thank you for making it available ..."

"... very interesting and valuable for coffee promotion ... very important for the future of coffee because the younger generations seem rather uninformed about coffee ..."

"ANOTHER CUP, PLEASE"

KEEP IN MOTION
ONE OF THE WORLD'S GREATEST INDUSTRIES AND HELP
KEEP THE FOREIGN TRADE OF THE UNITED STATES IN BALANCE.



COMMERCE BETWEEN LATIN AMERICA AND THE UNITED STATES IS LIKE A TWO-WAY THOROUGHFARE OVER WHICH MORE THAN $6\frac{2}{3}$ BILLION DOLLARS WORTH OF GOODS TRAVEL ANNUALLY.

EACH YEAR ABOUT 20 MILLION BAGS OF COFFEE ($132\frac{1}{4}$ POUNDS EACH) ARE IMPORTED BY THE UNITED STATES FROM LATIN AMERICA, AFRICA, ASIA, AND OCEANIA.

TOTAL VALUE OF THIS COFFEE IS MORE THAN $1\frac{1}{3}$ BILLION DOLLARS. IN TERMS OF DOLLAR VALUE, COFFEE IS OUR BIGGEST IMPORT.



NEARLY HALF THE TOTAL U.S. EXPORTS TO LATIN AMERICA ARE IN THE FORM OF MACHINERY, VEHICLES, AUTO PARTS, AND CHEMICALS. THE REST CONSISTS OF VEGETABLE PRODUCTS, BEVERAGES, TEXTILES, METALS, MINERALS, ANIMAL PRODUCTS, WOOD, PAPER, AND MISCELLANEOUS ITEMS.

COFFEE IN THE UNITED STATES IS A $2\frac{1}{2}$ BILLION DOLLAR INDUSTRY.



17 MILLION
PART OF
CTS
S.
RTS,

"... it sure has an awful lot of good information packed into it ..."

"... an excellent treatise on coffee ..."

"... please ship another 5,000 copies ... first supply grabbed up fast ..."

... and here's space for your brand imprint.

For details, write to

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FROM TREE TO SHIP

TRANSPLANTING

PLANTING

PULPING

HAND PICKING

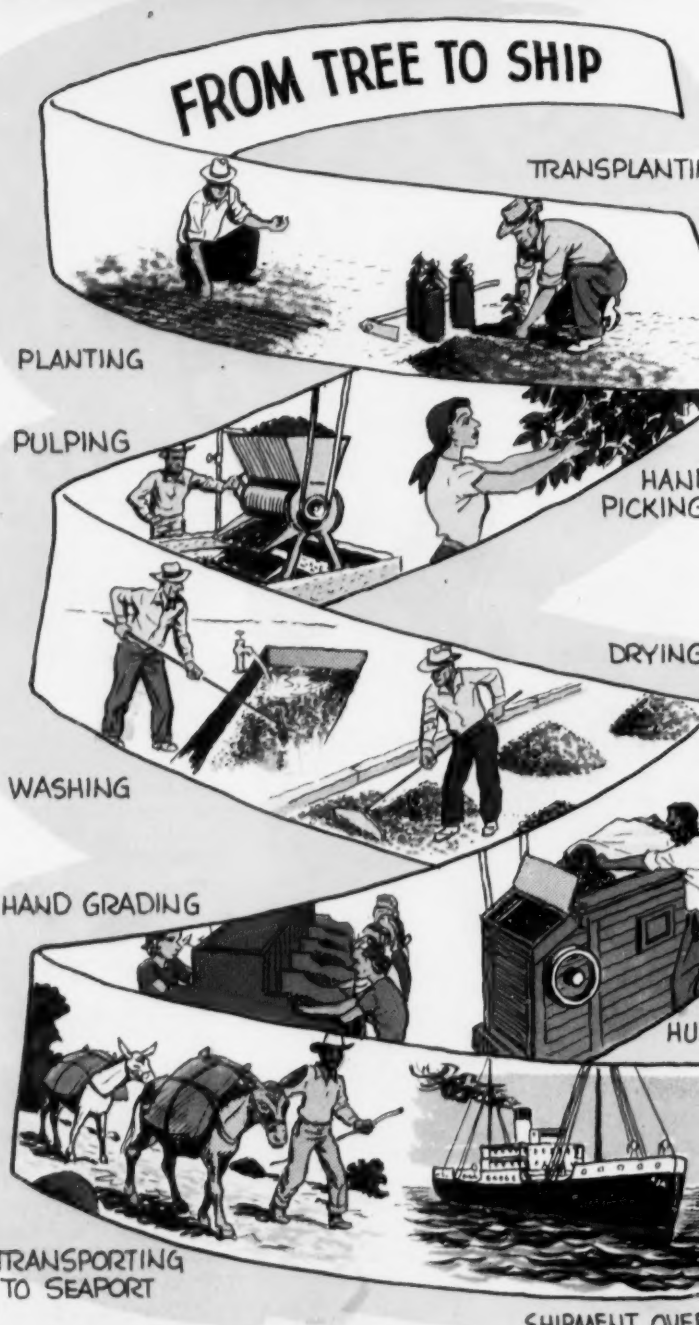
DRYING

WASHING

HAND GRADING

TRANSPORTING
TO SEAPORT

SHIPMENT OVER



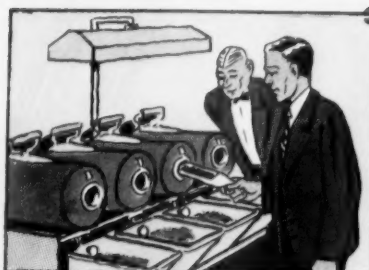
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FROM SHIP TO COFFEE TABLE



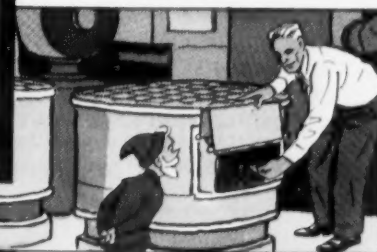
BLENDING



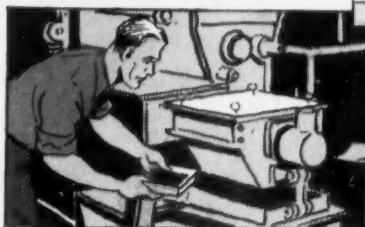
MIXING



ROASTING



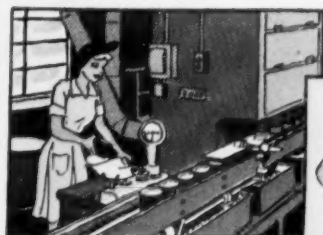
COOLING



GRINDING



PROCESSING INSTANT COFFEE



PACKING



MARKETING

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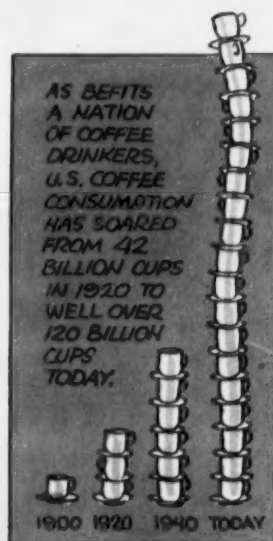
120 Wall St.
New York 5, N. Y.

MEMORABLE VOYAGE OF CAPTAIN DeCLIEU

ONE OF THE DRAMATIC INCIDENTS IN COFFEE HISTORY CONCERNS CAPT. GABRIEL DECLIEU, FRENCH NAVAL OFFICER, STATIONED ON MARTINIQUE, WEST INDIES, WHO BROUGHT ONE OF THE FIRST COFFEE PLANTS TO THE WESTERN WORLD.

WHILE ON FURLOUGH IN PARIS IN 1723, HE OBTAINED A SMALL COFFEE PLANT FROM THE ROYAL GREENHOUSE.

ON THE RETURN VOYAGE HE HAD TO PROTECT THE DELICATE PLANT DURING VIOLENT STORMS AND PROLONGED DROUGHT, EVEN SHARING HIS SCANTY WATER RATION TO KEEP IT ALIVE. THEN TOO, A JEALOUS FELLOW PASSENGER DESPERATELY TRIED TO STEAL THE PLANT OR DESTROY IT.



EVEN NOW, WITH MODERN FARMING METHODS, THE COFFEE GROWER IS FACED WITH THE HAZARDS OF DRIVING RAINS, FROST, DROUGHT, INSECTS, AND PLANT DISEASES. STILL, THE COFFEE INDUSTRY HAS PROVIDED A CONSISTENTLY IMPROVED PRODUCT YEAR AFTER YEAR WITHOUT SERIOUS INTERRUPTION.

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MODERN COFFEE MAKING

FOR THE "PERFECT" CUP OF COFFEE, USE 2 LEVEL MEASURING TABLESPOONS (ONE STANDARD MEASURE) OF COFFEE AND 6 OUNCES OF FRESH, COLD WATER FOR EACH SERVING, NEVER BOIL THE COFFEE. USE $\frac{3}{4}$ OF THE COFFEEMAKER'S CAPACITY. SERVE IMMEDIATELY. WASH THE COFFEEPOT THOROUGHLY AND RINSE WITH HOT WATER AFTER EACH USE.



PERCOLATOR

MEASURE FRESH COLD WATER INTO POT AND BOIL. REMOVE FROM HEAT. MEASURE "REGULAR GRIND" COFFEE INTO BASKET. PUT BASKET IN POT. RETURN TO HEAT AND "PERC" SLOWLY 6 TO 8 MINUTES. REMOVE BASKET AND SERVE.



VACUUM

MEASURE WATER INTO LOWER BOWL AND BOIL. REDUCE HEAT. PLACE FILTER IN UPPER BOWL. MEASURE "FINE GRIND" OR "DRIP GRIND" COFFEE. INSERT UPPER BOWL. LET WATER RISE AND STIR. IN 1 TO 3 MINUTES REMOVE FROM HEAT, ALLOW BREW TO RETURN TO LOWER BOWL. REMOVE UPPER BOWL. SERVE.



DRIP

PRE-HEAT POT BY RINSING WITH HOT WATER. MEASURE "DRIP GRIND" COFFEE INTO FILTER SECTION. MEASURE FRESH BOILING WATER INTO UPPER CONTAINER AND COVER. WHEN DRIPPING IS COMPLETED, REMOVE UPPER SECTION, STIR BREW AND SERVE.



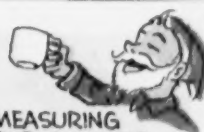
STEEPING

USING COVERED UTENSIL, MEASURE WATER AND BRING TO ROLLING BOIL. ADD MEASURED AMOUNT OF REGULAR GRIND COFFEE TO WATER AND STIR. KEEP HEAT LOW SO COFFEE DOES NOT BOIL. STEEP 4 TO 6 MINUTES. STRAIN. ONE POUND OF COFFEE TO 2 GALLONS OF WATER = 40 CUPS.



INSTANT

POUR FRESHLY BOILING WATER OVER INSTANT COFFEE IN CUP ACCORDING TO DIRECTIONS ON THE LABEL. MAKE QUANTITY IN COVERED CARAFE OR POT.



"... it sure has an awful lot of good information packed into it ..."

"... an excellent treatise on coffee ..."

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A TIP TO HOST AND HOSTESS

COFFEE HAS BEEN CALLED THE "UNIVERSAL CUP OF CHEER, THE AMBROSIA OF PRINCE AND PEASANT, THE COMMON DENOMINATOR THAT HELPS INSPIRE THE SPIRIT OF GOOD FELLOWSHIP WHEREVER GOOD FRIENDS GET TOGETHER."

THE SMART HOSTESS KNOWS THAT GOOD HOT COFFEE IS INDISPENSABLE FOR FORMAL OR INFORMAL ENTERTAINING. AT NEIGHBORLY "KAFFEE-KLATCH" OR ELEGANT DINNER PARTY, THE SECOND ROUND OF COFFEE HAS BECOME AS IMPORTANT AS THE FIRST. NO REPUTATION IS MORE WORTHWHILE OR EASIER TO GAIN FOR A HOSTESS THAN THAT WHICH SAYS SHE SERVES WELL-BREWED COFFEE, HOT, AROMATIC, AND BOUNTIFUL.



THE VITAMIN IN COFFEE

THERE'S HALF OUR DAILY REQUIREMENT OF NIACIN IN:



24 SLICES
OF BREAD



4 QUARTS
OF MILK



3 BAKED
POTATOES



5 CUPS OF
COFFEE

FOR A BETTER CUP OF COFFEE

WHILE THE **FLAVOR** OF COFFEE IS BUILT-IN BY NATURE, IT TAKES THE SKILLS OF MANY PERSONS - EXPERT FARMERS, PLANT SCIENTISTS, BLENDERS, ROASTERS, TASTERS, AND PACKAGERS - TO DEVELOP THE MANY BLENDS POPULAR IN AMERICA. MILLIONS OF DOLLARS IN RESEARCH, EXPERIMENTS, AND PROCESSING ARE BEHIND THE COFFEE THAT COSTS JUST A FEW CENTS A CUP.



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IN:

CUPS OF
COFFEE



FANTASTIC FACTS

ABOUT *Coffee*



THE AMOUNT OF **COFFEE** CONSUMED AS A BEVERAGE IN THE UNITED STATES EACH YEAR IS EQUAL TO THE AMOUNT OF WATER REQUIRED TO FLOAT **453 BATTLESHIPS** THE SIZE OF THE U.S. NAVY'S LARGEST.

IT WOULD TAKE A HERD OF **2,390,000** GUERNSEY COWS TO SUPPLY THE DAILY CREAM REQUIREMENTS OF U.S. COFFEE LOVERS.

THIS HERD WOULD NEED A FARM OF MORE THAN **21,000** SQUARE MILES, HALF THE SIZE OF THE STATE OF OHIO.

PACKED IN ONE-POUND CANS AND STACKED IN A SINGLE COLUMN, THE U.S. CONSUMPTION OF ROASTED COFFEE IN ANY TWO YEARS WOULD REACH MORE THAN **252,000** MILES INTO THE IONOSPHERE, OR HIGHER UP THAN THE MOON.

AND THE SUGAR USED ANNUALLY IN OUR COFFEE WOULD FILL **4,400** BOXCARS - A TRAIN ABOUT **37** MILES LONG.

"... it sure has an awful lot of good information packed into it ..."

"... an excellent treatise on coffee ..."

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Coppr., 1956, Tadlock Pub., Inc., Minneapolis

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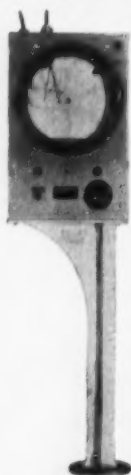
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Precision Automatic Blending Systems



FULLY AUTOMATIC ROASTING

Coffee-King

The latest and most modern scientific coffee ROASTERS available to you now.

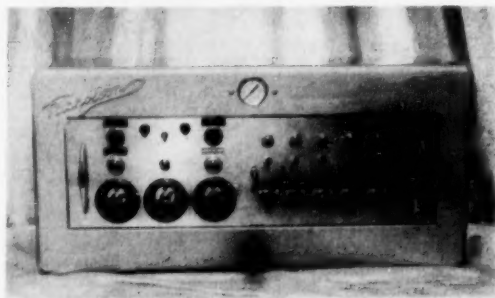
From 12 to 500 pounds batch-capacity.

Roasting time as fast as 8 minutes, if desired.

TEMPO-VANE

Automatic Coffee
Roasting Instrument
Adaptable to all coffee
roasting machines

NICHOLSON-TURNER Automatic Accurate Weight Blending Scale

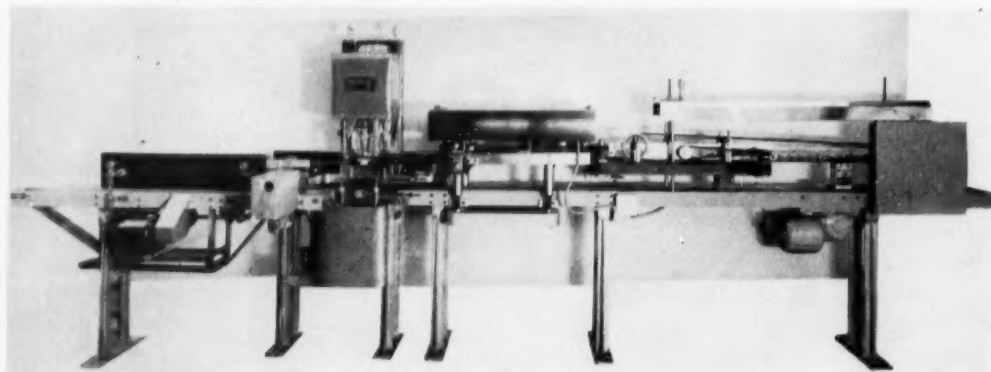


PUNCH CARD SYSTEM

Disc punched by coffee blender inserted in scale, in matter of seconds, you get true blend by weight automatically from any number of bins selected.

TEMPO-VANE AUTOMATIC BAG-LINE

Available in separate units which can be used with other existing equipment. Illustrated left to right: Tempo-Vane Bag Ticker with vibrator conveyor and Tempo-Vane bag heat sealer and gluer.



TEMPO-VANE MFG. CO.

330 FIRST ST.

SAN FRANCISCO, CAL.

EVERYTHING for the COFFEE INDUSTRY

COMPLETE COFFEE PLANT EQUIPMENT AND INSTALLATIONS

EASTERN REPRESENTATIVE

A. H. SELZER CO.

1127 N. HALSTED ST.

CHICAGO, ILL.

teaching the consumer about coffee

By VITO SA, President
Pan-American Coffee Bureau

The past year has underlined for everyone in the coffee industry, coffee roaster and coffee producer alike, the wisdom of teaching the consumer more about coffee. Not only different ways of brewing and serving coffee, and not only the pleasures to be had from drinking it, but the story of coffee as an economic commodity and as a product in world trade.

During 1956 coffee prices, of course, were increasing. To any person within the coffee industry, the reasons were simple enough. At the beginning of the year, the supply of higher quality coffees throughout the world was less than had been anticipated, inventories in the consuming countries were low, and consumer demand was high. The public relations problem, faced by coffee roasters and coffee producers, was to explain these basic economic facts to the public, to obtain as sympathetic and as understanding a consumer response as possible.

Many voices were raised in early 1956 to help the coffee industry accomplish this task. The press, at least the informed and responsible press, gave strong support to the efforts of the industry to explain the economics of coffee, and a special word of gratitude needs to be expressed for the efforts of the coffee trade press. All in all, the immediate situation which faced the industry in 1956 as regards public opinion was well and successfully met, certainly so in comparison to similar situations in earlier years.

One of the indications of success was the increasing number of newspaper editorials which pointed out to readers that coffee is an agricultural product, and like all other agricultural products can experience good and bad growing years. This new awareness that coffee is a farm commodity is something which plainly reflects one of the continuing themes of the Pan-American Coffee Bureau.

Colorful, pictorial scenes of coffee cultivation and harvesting are one of the most effective ways of emphasizing that coffee is an agricultural product. Such pictures have been widely used in Bureau advertising and promotion, consumer education, in TV showings, booklets, museum displays and the press. It is most gratifying to me that pictures of coffee cultivation have found an important place in the promotional activities of individual coffee

roasters. A special display of color photos, for example, was developed this year by the Coffee Bureau's advertising department and proved to be one of the most popular promotional items ever offered the U. S. coffee trade by the Bureau.

A second theme which has proved its usefulness is that coffee is, after all, an inexpensive beverage. The Pan-American Coffee Bureau this summer reported that coffee expenditures for a typical family of three now amount to about 13¢ a day, and that from 1950 to the present, the cost of a cup of coffee in the home has varied only slightly in the past few years, from a low of 1.60¢ in 1952 to a high of 1.75¢ in 1954. When newspapers publish this story, and when coffee roasters touch on it in their advertising and promotion, an important contribution is made to the public's appreciation of coffee.

Effective and positive advertising by the Coffee Bureau and by individual coffee companies seems to me to be the most important means of telling the consumer that coffee deserves its place as the favorite beverage of the United States. When the reader is told that "Nothing is so Satisfying as a Good Cup of Coffee," it is buttressing public regard for coffee as a commodity, as well as increasing immediate sales and markets for the product.

A third theme vital to the coffee industry is the role of coffee in inter-American trade. Coffee is the most important commodity in the commerce of the Western Hemisphere, the currency which pays a larger part of all U. S. exports to Latin America. Without the coffee dollar, Latin America's hopes for a better and more prosperous world would be most seriously jeopardized and the prosperity of many segments of U. S. commerce and industry would be endangered.

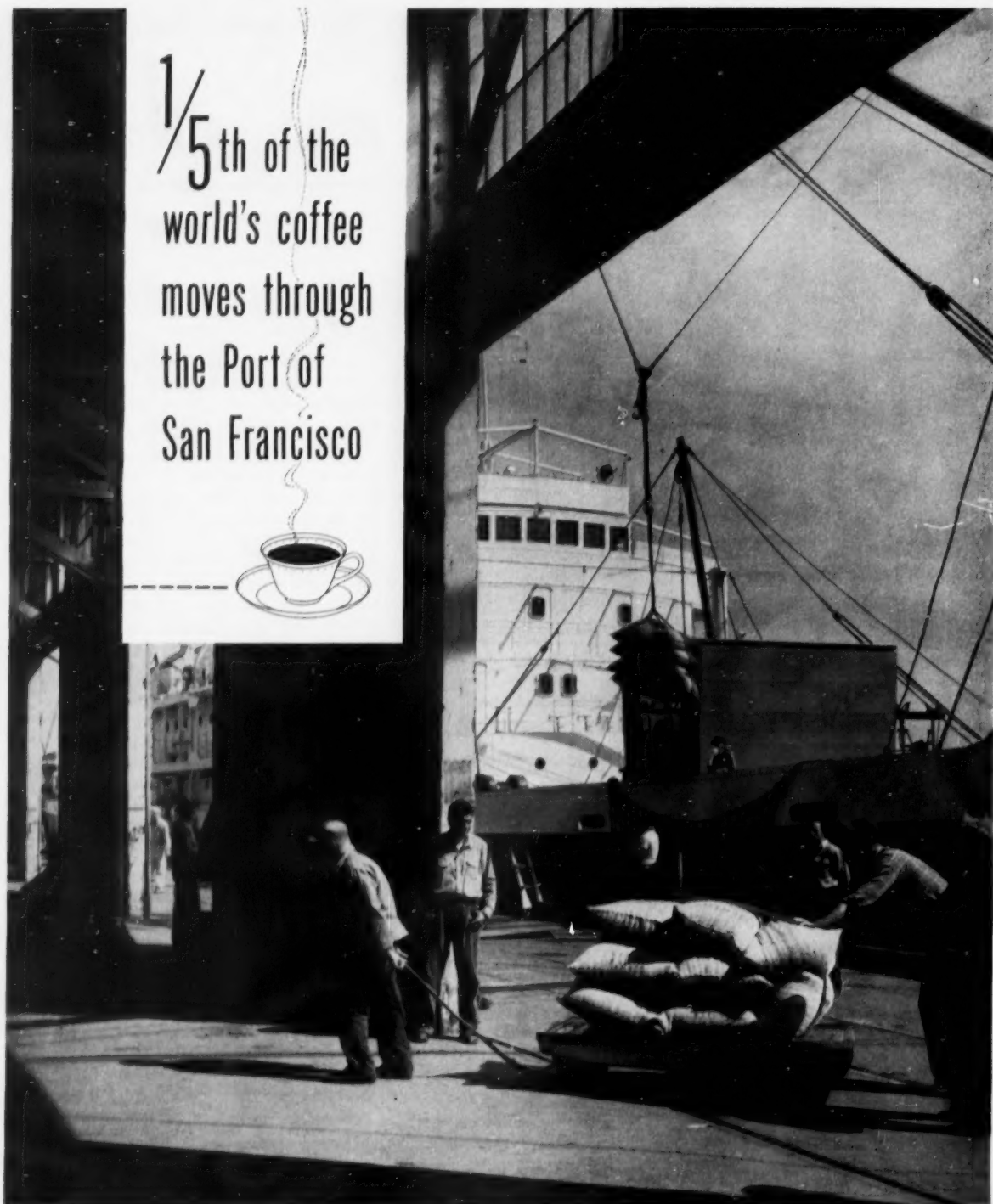
Obviously, in developing the importance of coffee in commerce, the first need is for facts and information. Among the many important research activities carried on in the marketing and economic fields by the Pan-American Coffee Bureau, none is more important than the statistical review which the Coffee Bureau has published yearly since 1937. This is one used throughout the world and is the most complete and authoritative annual review of the coffee industry published anywhere.

For two years now, the Organization of American States has paid honor to coffee and world commerce in coffee by establishing an official "Coffee Day" as part of the Pan-American Week. It should be a source of very great pride to everyone in the coffee industry that our commodity is the only one to be so honored. Coffee Day in

(Continued on page 164)



1/5th of the
world's coffee
moves through
the Port of
San Francisco



Port of San Francisco
Board of State Harbor
Commissioners
Cyril Magnin, President
Commissioners:
Harold T. Lopez, Henry J.
Buddle, Thomas J. Mordan,
J. Warnock Walsh, Port
Director: Charles Tall.

Trade promotion offices in
San Jose, Chicago, Washing-
ton, D.C., New York City,
London, England.

San Francisco's year-round clement weather makes it an ideal port for handling coffee shipments. The even temperature facilitates receipt and storage of coffee without loss of weight. Docks are large, airy, and spacious which permits weighing and hauling immediately on unloading.

PORT OF SAN FRANCISCO

COFFEE & TEA INDUSTRIES and The Flavor Field

a new state of mind

By CHARLES G. LINDSAY, Manager
Pan-American Coffee Bureau

The theme of this year's convention of the National Coffee Association presents a clear challenge to the entire industry. "Just one more" sounds deceptively simple, yet its implications are so broad that its achievement calls for a new state of mind on the part of every segment of the coffee trade.

Most importantly, this new state of mind must be one of positive unity of purpose. It must be one in which every member of the industry asks himself constantly: "Am I doing what is best for coffee?"

Such a state of mind need not (in fact, *should* not) dampen competition or submerge brand identity to the commodity. But it should place competition and brand selling on a positive rather than on a negative plane.

For instance, is it best for coffee—and for the importer—when an importer makes an easier sale of an inferior grade, than when he puts forth the extra effort needed to convince his customer that a better grade will maintain or improve the quality (and sales) of that customer's blend?

Is it best for coffee—and for an institutional roaster—when that roaster "goes along" with a customer who thinks he can shave costs by using an inferior blend, or by serving a weaker and less satisfying brew?

Is it best for coffee—and for his own business—when a roaster blares extravagant economy claims that encourage "stretching"? Or, for instance, when the processor of a decaffeinated coffee implies that regular coffees may be harmful, but that *his* brand is safe?

All of us are conscious of these practices and of others we deplore (when the other fellow resorts to them). We shrug them off as just normal competition, or we scramble to meet them. But they typify a negativism and a timidity that are, in large measure, responsible not just for the industry's lack of progress, but for its retrogression over the past ten years.

The results of this negative and timid state of mind are reflected in two incontrovertible and unpleasant facts:

1. While our civilian population 10 years of age and older was rising from 113,300,000 in 1946 to 126,930,000 in 1955 (an increase of 11.5%), per capita consumption of green coffee dropped from 23.7 pounds to 19.6 (a decrease of 17.3%).

2. During the years 1946-1954, net civilian disappearance

of green coffee averaged 19,482,000 bags a year. In 1955, it was 18,831,000 bags.

It is axiomatic in American business that the company or industry which does not move forward eventually vanishes from the scene. Coffee has shown remarkable vitality by resisting, as well as it has, the competition it has endured—not so much from other beverages as from within the industry itself. But it is painfully evident from the figures that this vitality is waning.

If coffee's vitality in this market is to be restored, it will take long and patient effort. It will take consistent and more extensive promotion of coffee, at the commodity level, by the producing countries. It will take a positive approach to selling and promotion by all segments of the industry. It will take that unity of purpose that puts *industry* interest on a par with brand and company interest.

In other words, if the coffee trade of the United States is to realize the full and exciting potential of "Just one more," then it must develop a new state of mind that is more confident, more positive, more constructive and more completely dedicated to the advancement of the industry as a whole.

selling more coffee

(Continued from page 46)

day's so-called "high" coffee prices. The truth, flatly stated, is that coffee prices are too low, and have been for generations. In view of how much more coffee offers in enjoyment and satisfaction than any comparable beverage, it has been priced far below the level that would accord with its true value. This too calls for a job of public education. It wouldn't do any harm, for instance, to let people know that, at one time during the 17th century, coffee cost the equivalent of \$45 a pound, and was still consumed pretty widely.

A rise in the average level of coffee quality, with prices adjusted accordingly, could not fail to be advantageous to everyone. With little initial resistance, more coffee would be sold. People would be rewarded by increased enjoyment that would be worth more than the small advance they would be asked to pay. As they grew to like and esteem it more, they could more readily be taught that, by a true standard of values, coffee is, and has always been, the world's best beverage bargain.

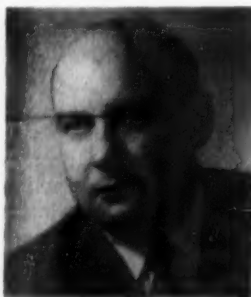


try helping them

By EUGENE G. LAUGHERY, President,
The Coffee Brewing Institute, Inc.

Probably no one in business is more at the mercy of his customers than the coffee roaster. We don't have to tell him. He knows it and spends a good part of his life devising ways to woo, to impress, to flatter, to cajole the consumer to buy his brand. He uses newspaper ads, radio, television and premiums in trying to increase his volume. He has followed this practice for a good many years and spent a good many millions of dollars in the process.

We don't say these methods are wrong. We don't say they haven't paid off. But we do say there is another rich vein of exploitation which he has almost completely neglected—the little matter of *helping* his customer.



Volumes have been written about the virtue of doing people a favor. It is recognized as being psychologically sound. From a strictly selfish standpoint it has been demonstrated time and again that such an approach pays off. The recipient of a favor is generally appreciative. It happens to be a human characteristic. But this is not a treatise on psychology. I just mention it as being relevant to the subject at hand, which, for every roaster, is increasing his volume and prestige.

What I am about to suggest is one of the most inexpensive investments a roaster can make. Not only that, it's good and sound economy. Properly carried out it is capable of yielding rich dividends. The idea I have in mind is not new, it's not original; it just makes common sense. It resolves itself to telling people how to get the best out of a given blend. It's one of the most effective ways we've heard of for the roaster to get the customer off his back. Over and above that, it helps to insure brand loyalty and has a marked influence on the intangible factor known as prestige.

We, of the Institute, have had occasion to test the effectiveness of this approach. What we have learned only strengthens our conviction that the idea has undisputed merit. Our conclusions are based on personal contact with those people who week after week, year after year, buy the commodity. They include the housewife, the business man, the factory worker, the restaurateur, to mention a few. These are the people we have met; these are the people we have talked with; these are the people, who on numerous occasions, have sampled a properly brewed coffee.

In almost every instance, their first reaction has been to inquire about the brand used and whether it is something special (which it is not). They ask why they can't make coffee like it. They seem surprised when they are told they can.

All this demonstrates one thing; people do want good coffee and are eager and willing to learn how to make it. In most instances, they are being deprived of the opportunity for lack of good, authoritative brewing information. They are actually handicapped, a condition that eventually reflects on the well-being of the individual roaster and frequently on the industry as a whole.

This attitude is not limited to the retail consumer. It is also held by buyers in the institutional field. This we have found out too. Whereas the operator of a feeding establishment is confronted with problems that do not fall into the bailiwick of the housewife, he, nevertheless, is concerned with the same basic objective uppermost in the mind of the homemaker, that of producing a cup of good coffee.

Our experience in this particular field again has demonstrated the strong and genuine desire there is for guidance and assistance in the brewing of coffee. These conclusions are based on the wide and varied activities of members of our field research staff, who, during the past year and a half, have appeared before numerous restaurant, college and roaster organizations throughout the country. Their whole mission has been based on the premise of being helpful without being dogmatic. Their approach has been cooperative. They have espoused the cause of good brewing through demonstration, allowing individuals to form their own conclusions on the basis of comparison taste tests.

The success of this technique is reflected in the ever-increasing demand for the services of the field men by associations and by individual organizations. This evidence is indicative of the sincere interest that exists in this area.

What I have recounted, in a brief way, carries out the thought implied in the title of this article, "Try helping them." It bolsters the contention that there is need for such help, that there is a willingness and desire on the part of the customer for such assistance and, finally, that it will redound to the credit of the individual roasters who take advantage of the opportunity.

Measured in terms of dollars and cents, the cost is practically negligible and the rewards substantial. Reduced to direction terminology, making such a program successful requires one part hard cash and ninety-nine per cent good will. Properly projected it will pay off. Help your customer by including direction on your labels and by servicing him through your sales representatives.

Try it. It works.

research: key to better coffee

By DR. ERNEST E. LOCKHART, Scientific Director
The Coffee Brewing Institute, Inc.

It seems to us at the Coffee Brewing Institute that one of the easiest ways to induce people to have "just one more cup" of coffee is to make coffee taste and smell so good that they can't resist it. We are sure that this will not only compel regular consumers to drink more of it but also influence potential consumers, who are introduced to good coffee, to choose it as their favorite beverage.

So that everyone from housewives to restaurateurs can make the best possible cup of coffee all the time, we have been trying to find out precisely how certain factors affect the quality of brewed coffee. This is a complex problem, since there are so many different coffee varieties, blends, roasts and grinds, as well as different kinds of brewing equipment and local water supplies.

With the help of several colleges and universities, commercial laboratories and research institutes, a number of these factors are being examined critically. The results of these studies will certainly contribute to a better cup of coffee and will give the consumer, wherever he may be, greater enjoyment and more complete satisfaction than he receives today.

Our study of roasts is a case in point. When we started, there was no method available that could be used to define roast color objectively. At the present time a roast is described by name, such as light, medium, dark, cinnamon, New York, French, Italian. These names may mean one thing to one roaster and something else to another. We want to develop a fast and accurate measure of roasted coffee color. It will then be possible to have each batch of roasted coffee not only uniform in color but the same as the batch that was roasted a week or a year ago. What is more important, an objective method would also provide a reliable control so that the flavor characteristics of each roast would be developed with assurance and certainty.

We are well on our way toward the development of a method that will measure the color of roasted coffee and will enable us to predict conditions that will produce the desired roast. Further work will show, too, just how great a variation in color development among different

types of coffee may be expected. In addition we are also learning something about the chemical changes taking place as color develops during roasting.

Although everyone knows that the coffee grind also has a measurable effect on the taste of the brew, we are finding the same confusion in thinking about grinds as about color. The three most common grinds—regular, drip and fine—are based on the Simplified Practice Recommendations of the United States Department of Commerce. However, there are several additional grind names on the market.

In studying this situation, we have collected more than a thousand samples from four major areas in this country. We have measured the particle size variation in each grind and have learned a great deal about grinding as it is carried out here. We hope that this information will lead to a more uniform and clear-cut relationship between sieve analysis and terminology. We think this will assure to a greater extent that the proper grind is being used in all types of equipment and that the individual grinds will not vary from batch to batch. This certainly will assist in the drive toward the extra cup.

The other important component of coffee, of course, is water. Our studies so far have shown that dissolved mineral and odors of common impurities such as hydrogen sulfide, ammonia, and chlorine are not present in large quantity in most municipal waters to impart taste or aroma to the beverage. Also, we have found that some hard waters that have been softened by zeolite exchangers can indirectly affect the flavor of brewed coffee. We have measured the time it takes for various waters to pass through a bed of coffee grounds. The experiments showed that hard waters—with a high carbonate or bicarbonate content—filtered at about the same speed as standard deionized water. On the other hand, hard water that has been softened takes longer to filter through the grounds—which means that the coffee may be overextracted, leading to a bitter flavor. These tests indicate that hard water should either be completely conditioned, not just softened, or in some cases not treated at all.

The factors mentioned above all contribute their share to a good cup of coffee. The care taken to produce a uniform roast and the proper grind, and to use suitable water can all be wasted, however, if the coffee is not brewed correctly. The design of brewing equipment has to take into consideration many factors: the proper tem-

(Continued on page 164)





Commemorative plaque at the corner of Wall and Front Streets, New York, in the heart of the coffee district.

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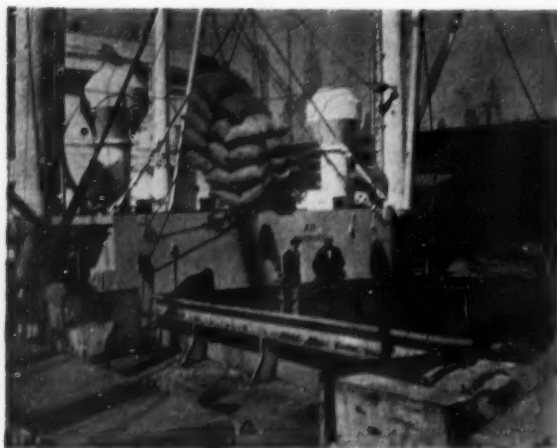
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coffee meets the quality challenge

By IRWIN SHISHKO, Coffee Analyst
Merrill Lynch, Pierce, Fenner & Beane

The year 1956 will go down as an outstanding one for coffee consumption, bringing with it much promise for the future. Yet a challenge has arisen at the very time that gains have been made.

Broadly speaking, coffee's popularity rests on a three-cornered foundation: *quality, price and promotion*. Great strides have been scored in the area of promotion. Perhaps never before has coffee been brought to the public in as an enticing a way as it is today. The National Coffee Association and the Pan-American Coffee Bureau are to be commended on their excellent promotional efforts. This writer's concern is with the more direct market factors—quality and price, and their importance in coffee's future.



The background

The roots of today's coffee situation go back to the great price rise of 1953-54. That price rise and the debacle that followed brought home an old lesson—*soaring prices and adverse publicity can wound usage deeply*. That is a lesson which the entire coffee industry should never forget.

As prices moved down toward pre-1953 levels, prospects for consumption brightened. Erstwhile fears of shortage passed out of the picture, as they always do when prices hinder consumption and seemingly non-existent supplies come to market. It seemed the world had crossed the threshold of vastly increased production. The situation posed obvious problems. At the same time, it seemed to augur a long period of attractive prices and an assured future for coffee consumption.

Scarcity amidst plenty

In 1955-56, expectations of "surplus" were vindicated. Production exceeded 41,000,000 bags versus only 33,500,000 bags a year earlier. Consumption—although scoring far better gains than anticipated—was still no more than a shade over 35,000,000 bags versus 33,000,000 bags in 1953. Yet a strange thing happened. Despite production in excess of use by nearly 6,000,000 bags, the price of the leading growths consumed in the U. S. moved up rather than down.

A unique situation developed in coffee—aptly characterized as "scarcity in the midst of plenty."

Picture the situation in its simplest terms. The world used approximately 33,000,000 bags of coffee in 1953—about 11,500,000 bags of Western Hemisphere milds, about 15,000,000 bags of Brazils and some 6,000,000 bags of Asia-Africans. In 1956, the world's appetite grew. It is prepared to consume 6% or 7% more coffee than it did a few years ago—more milds, more Brazils, more Africans. But while world coffee supplies have expanded tremendously—more than 20% versus a much smaller rise in world demand, the composition of world supply has changed preversely, without relation to the world's need. Production of Africans has expanded by over 2,000,000 bags, though less than 1,000,000 bags more is required. Production of Brazils is 6,000,000 bags higher, but part of this increase is of poor quality and the remainder must be held over to make up for a prospective short crop next season. On the other hand, 1955-56 saw no increase at all in production of milds.

What happens when consuming industries attempt to buy in the same proportions they did before? A threefold coffee market develops—a market for mild coffees marked by growing tightness; a market for good drink Brazils, which firmed and held on an even keel; and a sagging market for 75 other growths. Mild prices soared from less than 60¢ to 75¢, 80¢ or more. Brazils of better drink quality hovered on a relatively even keel around 55¢ to 60¢. African Robustas, Rioy Brazils and other such coffees declined sharply from 45¢ to 35¢ or even 30¢.

The new challenge

In 1953, the challenge to consumption was the overall price level. A new challenge arose in 1955-56. That challenge was quality and relative price.

Prices pose a temptation to the consuming industry. They say in effect: Buy more Robustas and Rios, curb your desire for mild coffee. So far, the world has largely withstood that appeal and maintained the character of its brew. On the average, price is not so different from what it was. But the quality problem has been the central one which the world has had to face.

The salient dilemma confronting the coffee world in 1955-56 was that of maintaining blends. It is to the credit of the entire consuming industry around the world that they stood fast in favor of quality, to the extent that available supplies permitted.

We have given a basic description of the recent coffee situation. However, a number of facts must be added to make the picture more complete. First, we must recognize

(Continued on page 154)

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facts for coffee men

. . . from the Census Bureau

By LOU SHAPIRO, Chief, Current Wholesale Trade Section
Business Division, Bureau of the Census

Coffee roasters, importers and dealers, like all other businessmen, require factual information to make the many day-to-day decisions needed to operate their businesses efficiently. The Bureau of the Census, the largest statistical agency in the Federal Government, collects, tabulates and publishes many statistical facts upon which government agencies, business concerns and research organizations can base their decisions and plans for the future.

Periodically, the Bureau conducts complete censuses of population, housing, agriculture, manufacturers, business, and governments. These provide comprehensive descriptions of the nation's social and economic characteristics, but because of their magnitude, summary data are generally not sufficiently timely to help appraise current trends. To meet the needs of business and government for more current data, the Bureau conducts various monthly, annual or other interim surveys, generally on the basis of scientific samples, to provide both accurate and timely data on business trends.

Imports and exports

Data on imports of green coffee as well as exports are compiled on a monthly basis by the Bureau as a part of its Foreign Trade Statistics Program. Import entries and shippers exports declarations filed with the Collector of Customs are forwarded to the Bureau of the Census where their dollar value and net quantities are tabulated by commodity, by country of origin and destination, and by customs district through which the merchandise enters or leaves the United States.

The commonly used measure of "net civilian disappearance" which represents the amount of coffee going into distribution channels can be arrived at by taking total imports, subtracting from it any exports and amounts purchased by the military services, and by making adjustments for changes in the inventories of roasters and importers.

Inventories and roastings

The prospective supply position of coffee cannot be evaluated properly without information on green coffee inventories in the U. S. Although U. S. stocks of green

Green Coffee Roasted in the U. S.

Period	AMOUNT ROASTED (GREEN WEIGHT)					
	1956	1955	1954	1951	1950	1949
Annual total.....	-	18,813	17,671	19,051	18,616	n.a.
1st quarter.....	5,637	6,728	5,525	5,215	6,369	5,218
2nd quarter.....	6,836	6,589	3,873	6,292	6,232	n.a.
First half, total.....	10,473	9,297	9,398	11,507	12,601	10,436
3rd quarter.....	-	4,516	3,307	4,287	5,178	n.a.
4th quarter.....	-	5,000	4,752	5,151	4,556	5,925

Note: Census data on roastings not available for second quarter 1949 and for years 1952 and 1953. Included in total amount roasted were 1,593,000 bags used for soluble coffee during the first half of 1956, 2,047,000 bags used in 1955 and 2,052,000 bags in 1954.

coffee normally constitute a relatively minor part of the total supply, they can be of great importance in situations where potential damage to the crop threatens to reduce supplies below current requirement. Since coffee ranks first in value among U. S. imports, the outlook for coffee supplies is a matter of concern to U. S. consumers.

Data on green coffee inventories in the U. S. have been compiled by the Bureau with varying frequency since 1941. During the war years and the immediate postwar period, these data were compiled on a monthly basis, but since 1947, coffee inventories have been measured at irregular intervals, generally whenever the coffee supply situation was critical. However, for most of the period between 1949 and 1956, census data are available by calendar quarters. Currently, the Bureau conducts this survey semiannually but collects quarterly data.

The next survey, covering the third and fourth quarters of 1956, will be conducted early in 1957.

Data on green coffee roasting, by quarters, are also compiled in this survey, and since 1954 a measure of roastings used for soluble coffee has also been obtained. These latter data have not only reflected the increasing volume of instant coffee used, but have also indicated that a larger proportion of total roastings is being used for soluble coffee.

Roasting establishments and coffee outlets

The 1954 Economic Censuses, which are nearing completion, will also provide data of special interest to the coffee trade.

The Census of Manufacturers, which covers all manu-

(Continued on page 155)

58,000,000 pounds of new business

By EDWARD ABORN, President
Tenco, Inc.

Having been president of two trade associations, I know how difficult it sometimes can be to find a logical answer to the oft-asked question, "Why should I belong to the Association and what do I get in return for my dues?"

In this respect, Jack McKiernan is probably the most envied trade association president in the United States, for when asked this question, Jack has an answer that few trade association presidents have ever been able to equal:

"The NCA in the past year has made available to the coffee industry close to \$50,000,000 a year of additional business, and accomplished this with a total expenditure of less than \$5,000."

I refer, of course, to the success of NCA in arranging for discontinuance of the Army roasting plants and the transfer of this business to private enterprise.

Whether or not any member of the coffee trade participates directly in this business, he nevertheless benefits from it through a more healthy industry as a whole. This accomplishment alone is worth to every coffee man several times the amount he has paid in dues to the Association for the past ten or more years.

Because the association has been so modest and the industry has gone about absorbing this additional volume of business with so little fanfare, I would like to relate in brief a few of the details of how it was accomplished and who did the job.

January 17th, 1956, was, for the most part, a routine day at NCA headquarters. Phones rang, typewriters clattered, pencils whispered across steno notebooks. Then came the short bulletin from Washington. Its language was official, dull, undramatic. But to the staff this message was electrifying, for it carried an exciting significance:

"APPROPRIATIONS COMMITTEE ACQUIESCED TO PERMIT DEFENSE DEPARTMENT TO CEASE COFFEE ROASTING ACTIVITIES."

This was it! The beginning of the end of more than three years of persistent, methodic, and often-frustrating effort. This was the hour of victory. This, above all, was 58,000,000 roasted pounds a year of *new* business for the coffee industry!

Six weeks later, the government sent out a news release which, although somewhat anti-climatic, was nonetheless im-

portant. The release carried an announcement by the Defense Department that roasted and ground coffee for the Armed Services thereafter would be procured from commercial sources.

The long and finally successful campaign to have a great volume of business transferred to private coffee firms is, I believe, one of the most outstanding achievements of any trade association. Few of us realize the many obstacles which were encountered and hurdled along the way.

In torturous succession, the association's officers, committeemen and office staff were called upon to surmount, by numberless personal contacts and voluminous correspondence, the initial apathy of some of the NCA's own members, an adamant resistance by the Army and the Navy, a ham-stringing rider to the Department of Defense Appropriations Act of 1956, and Congressional lethargy and stubbornness.

Twice during the campaign the goal appeared all but won. Then cancellation of invitations to bid and a 90-day postponement of a House of Representatives deadline for decision again "pulled the rug from under."

The message that arrived in NCA headquarters last January signalled the advent of tens of millions of dollars worth of new coffee business for successful bidders. But it seems obvious to me that the benefits of this transfer extend, at least indirectly, to every firm in the coffee industry.

Credit for this impressive NCA accomplishment must also be divided among many. They include the members of the first Army Roasting Committee which I, as president of NCA, appointed in the fall of 1952. Peter Folger, of J. A. Folger & Co., was chairman, and his committeemen were A. C. Glover, of the Manning Coffee Co.; Frank Hodson, of the Eppens Smith Co., Inc.; Nate Schmid, of the Woolson Spice Co.; and Paul Taft, of the Duncan Coffee Co.

One year later, a new committee was named. It was headed by John H. Wilkins, Jr., as chairman, Peter Folger as co-chairman, and included Cecil Hudnall, of Standard Brands, Inc.; R. B. Sassee, of the Dannemiller Coffee Co.; Ralph Vilas, of Hills Brothers Coffee, Inc.; A. C. Glover and Frank Hodson. The present committee consists of Ralph Vilas, R. B. Sassee and Richard H. Cardwell, Jr., of C. W. Antrim & Sons, Inc.

But a good share of the credit for bringing this bonanza to the coffee business is due to the association's president, John F. McKiernan, and his staff. Jack, together with the men and women at the NCA office, worked tirelessly, patiently, and with unwavering determination to win this

(Continued on page 156)





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public relations for attitudes and markets

By FRED C. BYERS, Chairman
Public Relations Advisory Committee
National Coffee Association

Concern with public relations has become an important facet of current industry. As representative of the coffee industry, the National Coffee Association has increased its activities in this important field.

Measurement of the effectiveness of the NCA's public relations program is difficult. It can be pointed out, however, that in the 1956 price rise of coffee, there has not been the unfortunate public and government reaction that occurred in the 1954 increase. There are indications that the consumer has not curtailed coffee purchases as in 1954-55.

This somewhat changed attitude did not just happen of itself. It was brought about through the implementation of the awareness of the NCA and its members of the necessity for improving relation between the coffee industry and the public. With this in view, in the spring of 1955, members' dues were increased and the funds allocated to a public relations program.

The first step in that program was informational. The Benson survey was made as a guide to a public relations program.

The Benson survey indicated that the consuming public knew very little about the coffee trade in the United States, and what was known was not a particularly favorable attitude toward the trade. While public relations is not a tangible thing, the NCA public relations staff, with the Public Relations Advisory Committee, has directed its efforts to improving that relationship between the coffee trade and the people of the United States.

Press releases and mats have been carefully prepared, designed to increase the stature of the coffee industry rather than to defend it after it has been castigated. Discussions of supplies of coffee have been avoided. The theme in a rising market has been the demand of the American public for quality coffee, and the responsibility of roasters to meet that consumer demand.

To reach the youth market—the coffee drinkers of tomorrow—"The Magic Bean" has been prepared and distribution is now in effect. Using the proven technique of the comic book, this booklet tells the story of

(Continued on page 156)

why not a coffee "character" in advertising?

By HERBERT O. KNECHT, SR., Director
National Coffee Association

"If each person 15 years or over had consumed one additional cup of coffee daily last year, we would have processed and sold nearly 8,000,000 more bags of green coffee." That statement has a magical ring to anyone within our industry, and certainly there is no reason that such an increase in consumption in the United States cannot be realized. Over the years we have seen many products vastly increase their public acceptance. It has been accomplished by means of publicity, constant advertising in all mediums, better packaging, and improvement of the product itself.

The writer has long felt that the coffee industry should have some identifying character, to be used by all segments of the industry. This is exemplified by the use by all electric power companies of the little Reddy Kilowatt that is found on all power bills, regardless of whether

you are in New York, Illinois or California. Perhaps they adopted this sign of their industry because the power companies have long been cast as the villain of the piece, and they wished to sway public opinion in their favor. We in the coffee industry have also often been cast in a similar role, unjust as it may have been. So any character that might be developed to help popularize coffee would be worth thinking about.

The National Coffee Association is making a fine approach to the securing of new coffee drinkers in their recently published "Magic Bean" booklet, and the wide and thorough distribution of this booklet should be undertaken by all factors in the coffee trade.

There is little doubt but that a great deal of our joint efforts should be directed not only toward today's,

(Continued on page 156)

"We will never sell more by recommending less"

By W. WIRT WICKES, Chairman
Hotel and Restaurant Committee
National Coffee Association

I have seen some figures recently which prove that if each person 15 years or over in the United States consumed one additional cup of coffee daily, we would have processed and sold nearly 8,000,000 more bags of green coffee last year. This is a possibility that everyone in the industry would like to see realized.

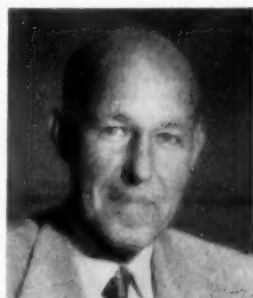
There is no way in this free country of ours to force this extra cup of coffee down these millions of throats. It must be done by the free choice of each individual who likes coffee as a beverage.

We do know that when quality coffee is properly and freshly brewed, it can be so delicious that people will take a second and a third cup. I think that most coffee drinkers will agree that the reverse of this is also true. Where the coffee is mediocre or poor, rarely do you hear requests for a second cup.

It seems obvious to me that if we are to come anywhere near achievement of this wonderful goal of selling 8,000,000 more bags of green coffee, we in the roaster end of the industry must upgrade our quality. We know that good coffee is good business. We also know that what is good for coffee in general, is good for each and everyone in the industry.

We have all benefited from the increased consumption of coffee brought about by the fine promotion of the coffee break through the Pan-American Coffee Bureau. We also owe a great deal to the Coffee Brewing Institute for their splendid work in improving brewing methods, both in the home and the institutional fields.

If we roasters would only stop beating each others brains out long enough to appreciate what is being done for us by others, we would give greater support to their efforts. The coffee break does not promote any one particular brand of coffee, but has been most successful in increasing all coffee consumption. Also, the better brewing methods advocated by the Coffee Brewing Institute do not claim that there is only one brand that will give you a good cup of coffee. If



their recommended formula of two gallons of water to one pound of coffee were generally used throughout the United States we would have a 20% increase in the coffee consumed.

Of course, price is a big factor, and we do run into a great deal of consumer resistance when we go over the dollar-a-pound mark wholesale. But at one-dollar-per-pound wholesale, isn't it more important than ever that the quality of the beverage be excellent?

We most certainly will never achieve our goal by advocating the use of less coffee or more water. The 12 oz. or 14 oz. package is not the answer to increasing sales. *We will never sell more by recommending the use of less.*

In my opinion, there are three things that must be done if we are to come anywhere near reaching our goal:

We must improve the quality of the blends we are selling to make the cup of coffee so delicious it will invite a second or third cup.

We must give far greater support to the associations working for the general good of Coffee—our National Coffee Association, the Coffee Brewing Institute and Pan-American Coffee Bureau. They have spent time and money preparing good material that we do not use adequately.

Lastly, and probably most difficult of all, we must stop using destructive methods which, for the sake of a temporary personal gain, hurt the entire coffee industry.

I believe that if we all honestly do our best to improve quality, promote proper brewing, and back promotions which have proven successful in the past, we can come close to achieving our goal.

Coffee welcomes salesmen at supermarket headquarters

The welcome for salesmen calling at the Cleveland headquarters of Pick-N-Pay Super Markets includes a cup of coffee and a choice of either doughnuts or cookies.

Started about a month ago, the novel idea creates a friendly atmosphere between the salesmen and Pick-N-Pay executives, as well as building up a spirit of camaraderie among the salesmen themselves, a company spokesman stated.

As the salesmen enter the headquarters, the receptionist at the switchboard invites them to have a cup of coffee while they wait for their appointments.

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"Just one more" . . . the hard way

By JACK R. DURLAND, Director
National Coffee Association

Earlier this year, our genial president, Jack McKiernan, set the theme for our annual meeting at Boca Raton with these 31 stimulating words: "If each person 15 years or older had consumed one additional cup of coffee daily last year, we would have processed and sold nearly 8,000,000 more bags of green coffee."

Many years ago, one of our great American architects, Daniel Burnham, said, "Make no little plans; they have no magic to stir men's blood and probably in themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever-growing intensity."



Noble diagrams need not be reported on paper or evidenced by towering structures, but rather they can be embedded in the minds of aggressive, right thinking, sales minded men and women. I am very proud that the president of our National Coffee Association has set a big goal, because it represents a prize worthy of the tremendous energy and optimism of the members of our industry.

May I inject a word of warning—not as a pessimistic approach, but with the hope that we can convince certain members of our industry that they have taken the wrong path and need to get back on the highway, not only for the good of all, but what is more important, for their own financial survival.

We have all been disturbed by the influx of cheap vacuum pack coffee which has appeared on many grocer's shelves during the last half of this year, ranging in price from 69¢ to 79¢ a pound. It is unfortunate that these various brands have appeared at a time when the National Coffee Association, the Pan-American Coffee Bureau, and responsible roasters have been endeavoring to win back lost consumption and to attract new users, such as our "teenager market." We know that once a consumer has brewed these products, which I hesitate to dignify by referring to them as coffee, the job of promoting "just one more cup" will be a difficult one.

In the great Southwest, many grocers have invested in large inventories of these inferior products because some coffee salesmen have convinced them that the American consumer is tired of high prices and will buy anything, if it is

just cheap enough. This shortsighted approach will return to haunt not only the salesman but the company he represents. Those who are guilty of this practice are doing the grocers of America a great disservice, because by their distortion of the facts, our mutual friend, the retail food operator, will ultimately sacrifice both profit and customers.

The average housewife does her shopping mostly in one store. This was recently proved by a very exhaustive survey conducted by the well known advertising agency of Batten, Barton, Durstine and Osborn, Inc. The results reflected that 86% of the women surveyed limited their marketing in self-service stores to one outlet because of price, convenient location, friendly personnel and *BECAUSE THEY COULD DEPEND ON THE QUALITY OF THE MERCHANDISE.*

When the housewife sees a product displayed on the shelves in her favorite store, she assumes that her grocer has endorsed the quality of the product he is offering her. During the last three months I have personally talked to several hundred housewives who have been intrigued by the price of cheap vacuum pack coffee in the 69¢ to 79¢ bracket, because they envisioned their families enjoying America's favorite beverage at a huge reduction in cost—but alas, after just one brewing, the balance of the pound either ends up in the garbage can or is returned to the store.

The good grocer welcomes any legitimate complaint from his customer, but unfortunately the average American woman does not relish returning defective merchandise. In the highly competitive field of food distribution, it's the customer who "simply does not come back" that puts wrinkles in the forehead of the retail food operator. Every day is election day in the market place, and although Mrs. Housewife is interested in saving money, she wants a thing called "value," which is a combination of "quality at a fair price."

By following this doctrine, Mrs. Consumer, our mutual friend the retail food operator, and the coffee industry as a whole, will prosper and "just one more cup" can become a living, dynamic, reality in 1957.

Coffee policy

The operator of a Los Alamos soda fountain has listed his coffee policy, as follows:

Cup of coffee, 10¢; Refills, 10¢; Warm-ups, 10¢; Half Cups, 10¢; Just a Little More, 10¢; Just a Few Drops, 10¢; Just a Wee Bit, 10¢; Just a Touch, 10¢; Just a Smidgeon, 10¢; Second Cup of Coffee, 10¢. No charge for service or glass of water.

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E. Lee Foster, Manager, Boston: 156 State Street

Herbert Powers, Manager, Philadelphia: 53 S. Front Street

Paul Sachs, Manager, New York: 100 Front Street

the year in coffee

By MARK M. HALL

Toward the close of last year, coffee men were describing the market as mixed or confusing, and today they are saying just about the same thing. There is, it seems, no time when a market could be said to be thoroughly understandable, for if anyone could reach that high state of perspicacity, he would have the Midas touch.

Probably one of the characteristics of last year's market on the Pacific Coast, about September and October, was the spread between spots and nearbys. In fact, there were practically no spots here. Buying was from hand to mouth, and in view of the mounting surplus in Brazil, the trade was expecting prices to go lower. The shortage of the better grades had not been felt to the degree that they were to offset the market at a later date. The market was in the position of showing a great strength in spots and a weakness in futures and nearbys.

Immediate needs only

The regularity of the shipments of coffee permits buying for immediate needs only, allowing low inventories. Any sudden squint in consumption or sales would therefore put the roaster in the position of having to bid up prices. Prices in 1955 prior to the winter months had been kept within a relatively narrow range. September saw the high of Colombian and Brazilian spots. December saw a low of spots and nearbys, both Santos 4's and Colombians.

One of the fields of speculation was the spread between Colombians and Brazils. From around 12¢ in October and November, it went down to 9¢ in December. Local men had not been able to build up their inventories in Centrals. Central America producers did not seem too anxious to sell their stocks. The latter part of November and most of December was considered very dull by the green men. Roasters were buying cautiously. Green prices were expected to go lower after the first of the year, though this downward movement was thought to be delayed by the heavy rains which appeared in some of the mild countries. Stocks in roasters' hands had run down. The retail trade and supermarkets had been reducing their stocks, expecting lower prices. This downward movement of milds at this time of the year brought about the reduction in the spread between them and Brazils in December.

At the turn of the year, buying picked up, the market reversed itself, and considerable activity was reported by importers. Colombian nearbys, which sold for 61.5¢ in December, went up to 66¢. By the middle of March, it was anticipated that the Centrals would be liquidated and the trade would have to turn to Brazils. The quality

problem began to enter the market in earnest. Rain damage to Brazil quality had limited the quantity of better grades. Roasters demanded these grades, and this demand laid the basis for a rising market in all coffees in face of the accumulating surpluses in Brazil and the increase in African shipments.

There was a spurt of buying in January and a rise in coffee prices, but by February the peak reached was about 58¢ for Santos, from a low of about 45¢ last December. Talk of devaluation was said to have played its part during this movement. Low stocks, which had prevailed at the first of the year, caused the roasters to exert pressure on the market when the upward movement started. In the buying that followed, the pipelines became filled.

By March and the early part of April, however, the market dipped again to below 50¢ for nearby Brazils. There followed a period of dullness seemingly in preparation for the next rise. Brazils went along with the milds in this last movement, but the latter seemed to be preparing for even greater heights.

The spread was growing between milds and Brazils. In February and March, it was between 17¢ and 18¢. This situation was considered far from normal, and the question was which side was going to close the gap. Some had the opinion that there would be a squeeze by fall while waiting for the new mild crop to come in. Also entering into the picture was the capacity of the roaster industry to hold off buying, always believing the market would go lower. The public was consuming coffee, but on the Pacific Coast, the per capita consumption was not increasing. Growth by the roasters was more attributable to increases in population. Consumer prices, which were inclined to go down last winter, were now going up.

Spread continued

In April there was another spurt in buying. Green men reported that business picked up. The spread between Colombians and Brazils continued. Some thought that in view of the 38,500,000 anticipated world coffee crop of 1956-57, prices should not show such strength. Centrals were about out of the market at this time, and roasters had to depend on good coffees from Brazil and Colombia.

By June and July another peak of coffee prices was reached. Green coffee men were beginning to worry. Colombians for July were around 79½¢ and Brazil 4's around 59¢. The spread was over 19¢. A shortage of

(Continued on page 75)



GREETINGS FROM THE WEST COAST . . .

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Carloaders Reconditioners
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BROKERS—AGENTS
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CARGO SUPERINTENDENTS
CERTIFIED PUBLIC WEIGHERS
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FARMER BROS. COMPANY
ROASTERS & PACKERS
3828 South Main Street
Los Angeles 37

D. HECHT & COMPANY
CRUDE RUBBER AND FOREIGN PRODUCE
510 Battery St., San Francisco

FITZPATRICK & HOFFMAN, INC.
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HILLS BROS. COFFEE, INC.
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HARRY D. MAXWELL AGENTS—HARD & RAND, INC.

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Greetings to the N. C. A. Convention

Weldon H. Emigh Co., Inc.

SANTOS — MILDS

150 California Street

San Francisco

promote 1 pound to 2½ gallons

By JACOB COHN, Director
National Coffee Association

As in other primarily American industries, the coffee business has shown wonderful improvement throughout the 40 years I have been associated with it.

It has progressed mechanically in roasting, grinding, brewing and blending—in methods of preparation, in packaging and delivering—and in general consumption!

Of course, during that time, there have been setbacks. During the last war, coffee was rationed—and many people, both in restaurants and at homes, were forced to stretch the coffee pound. Once the habit was established, it became difficult to break, although the need for such a practice no longer existed.

In 1915, when I started in business, the better-class hotels and restaurants were brewing one pound of coffee to two gallons of water. That was the accepted standard. In later years, when coffee prices were increased, a number of coffee men suggested to their customers that they add one half gallon of water to take care of the increased price of coffee. The standard then became two and a half gallons of water to the pound of coffee. Although coffee prices later dropped, the new brewing formula continued to be used.

At a later date, when the coffee market went up again, coffee men suggested adding another one half gallon of water, and the accepted standard then became three gallons of water to the pound of coffee for most restaurants. A small percentage of restaurants and hotels, however, continued to brew coffee two and a half gallons to the pound.

In 1954, when the coffee market again went quite high, many industrials and some restaurant owners started to use 14 ounces of coffee to three gallons of water.

We all know that weak, tasteless coffee is not an inducement to people to drink an additional cup of coffee or two at a meal. The trend to watered down coffee has hurt, and will continue to hurt, the consumption of coffee.

To overcome this brewing method, I suggest that all firms engaged in the business of selling coffee to restaurants, hotels and institutions adopt the practice of recommending at all times that coffee be brewed in the proportion of one pound of coffee to no more than two and a half gallons of water.



For a number of years, we have emphasized this formula in our ads and in our direct mailings to customers. We believe that the best interests of our customers can be served by encouraging them to serve the finest cup of coffee possible—coffee that is brewed one pound of coffee to two and one half gallons of water.

deals . . . and "baloney"

By RICHARD H. CARDWELL, Jr.,
Director
National Coffee Association

The theme "Just one more" is in my opinion a good one which, if accomplished, would be of great benefit to the entire coffee world.

However, I for one do not feel that we can reach such a goal by roasters giving deals—deals—and more deals. These deals are nothing more than cut prices.

The cost of coffee per cup gives the consumer more pure enjoyment and benefits for the money than anything I can think of, and all the deals do is to force all other roasters to meet the price.

Neither do I believe we can reach the goal by making fantastic claims, such as, "You save 75¢ on three pounds"; or, "You make 75 cups from a pound of our brand." Such claims are pure "baloney."

Rather, point out the pleasure and enjoyment one gets from a cup of good coffee at various times, the fact that it pays to buy good coffee, and that good coffee costs so little for so much.

Brand names can be built into themes of this kind to point out to the consumers that yours is the best brand for them, without cut price deals or "baloney".

Respect for coffee break

Employees in the U. S. attorney's office at Albuquerque, N. M., really respect their coffee break, reports the Albuquerque Journal.

They keep their coffee supply and pot on a table in a walk-in vault.

quality, solubles and store grinding

By R. L. SCHUHMANN, President
American Duplex Co.

To increase the consumption of coffee "just one more cup per day per person" is a most laudable endeavor. It is a goal, however, that in my opinion can be attained in just one way, and in only one way. That additional cup must be tempting — it must have mouth-watering flavor and aroma—it must be jam-packed with as much taste appeal as it is possible for coffee to have.

In the distant past, the main endeavor of each and every coffee roaster was to develop a brand that had more taste appeal than his competitors. The natural result of this constant striving for perfection on the part of all was that the quality of various coffee brands was continually improved and Americans bought and consumed more and more of the beverage each year.

But in the immediate past, and even right now, the vogue is to palm off anything and call it coffee. Expediency is the order of the day. The consumer is advised to stretch coffee beyond coffee's maximum stretchability. The cheapest of grades are now being vacuum packed with the apparent purpose of cashing in on the heretofore general acceptance by consumers of the idea that coffee in a vacuum tin is always of the highest quality.

Despite the exhaustive, painstaking studies made by the industry's Brewing Committee, which determined the exact variance of grind analyses allowable for each separate type of brewer, the tendency today is that "one grind is good enough because (again expediency) it is too much trouble to pack and handle three grinds." The retailer does not want to display three grinds. Shelf space is too valuable, etc., etc.

Then there is the assurance given the consumer by the soluble packers that "this is as good" or "this is better than regular coffee." So what happens? A person tries it, is not pleased, and inasmuch as it is "better than regular," that person just doesn't go for coffee—*any* coffee.

Suppose Coca Cola hit on a way to produce a Coke that cooled itself. Think of how convenient that would be. Consider what a tremendous advertising and sales advantage that would give Coca Cola. This self-cooling, super convenient Coke, however, does not effervesce. Coca Cola probably would market the new convenient drink, but I'll wager they would not label it either "Coca Cola" or "Coke." I do believe soluble, without the Chanel #5 of the grocery business, is a fit analogy to a Coke minus its bubble.

My point is, why do coffee roasters, for expediency's sake, jeopardize their finest brand names, which they have built up in the public's mind through years and years of constant striving for perfection, and dollars and dollars of advertising? If ever there was a foolhardy give-away! Why don't they label their aroma-less soluble with a different name and continue to feature their well-known, established,

full-flavor and full-aroma coffee under their established brand, so that folks know how to obtain coffee at its best?

For how can soluble possibly be as good as regular coffee, when to make it, it must be reheated, and we all know what reheating does to any coffee. And also when in making it everything extractable, both good and bad, is extracted? Granted, there is a sizeable market for convenient solubles. Let the roasters cash in on it, but not at the expense of their established, time-proven quality brands. People won't drink another cup until and unless they are told about, and know, how and where to get a coffee that is truly delicious, that just makes you want another cup.

As long as the biggest and many, many of the smaller retailers of coffee continue to thrive by featuring bag-packed, whole bean coffee, custom ground at time of sale, there will be outstanding developments in store grinding, and store grinders.

Having the customer grind her own is continuing to come into increased favor, although the biggest chain store of them all continues its time-proved formula of clerk operation exclusively.

In late September this king of all coffee merchandisers raised the price of its instant coffee because green costs were up. The announcement was met by reductions in price by the national instant coffee brands, and A & P had to retreat. They not only had to cancel the raise, they actually had to cut to the competitive price. Is it not significant that nobody but nobody sets A & P's prices on the brands that they feature in the bean, custom ground at time of sale?

Recently our company, with the cooperation of one of the nation's top chains, conducted a survey to determine what was necessary in a self-service grinder to forestall all possibility of mistakes by customers in operating the grinder. We found that sometimes a customer will forget to set her grind and then with dismay note that she has the wrong one—sometimes she will start grinding (on older type mills) before the bag is in place to receive the ground coffee, particularly when the previous customer failed to turn the mill off.

Such misoperation is effectively prevented, so that a true 100% mistake-proof, self-service mill is now available. It makes possible the use of an inexpensive container, each customer getting the exact grind tailored for best results in her coffee maker, the merchandising power of coffee aroma at point of sale, and finally, cashing in on the current do-it-yourself urge in all of us.

It also makes possible faster turnover, simplified purchasing and handling, and better utilization of shelf space because only one pack—whole bean—is required.



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COFFEES — TEAS — SPICES
ST. LOUIS — TOLEDO — NEW YORK

electronics in coffee sorting

By ALONZO G. CURTIS, President
Electric Sorting Machine Co.

A recent visitor from the Belgian Congo revealed how electronic equipment, designed and manufactured in Grand Rapids, Mich., is helping to revolutionize one of the most important of the Congo's industries.

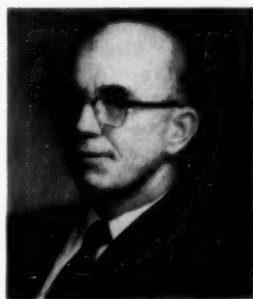
The visitor, Mr. Leon Michel, Managing Director of the Office du Cafe Robusta, spent ten days at the Grand Rapids plant of the Electric Sorting Machine Co., supervising tests of the new high-speed ESM machines, in which a large assortment of coffee samples were sorted automatically by ultra-modern electronic equipment.

On the conclusion of his investigations, Mr. Michel ordered the installation of new-type sorting equipment in his coffee plant at Leopoldville, Belgian Congo. This equipment, when added to ESM equipment already in use there, will multiply by four the sorting capacity of his operation. Mr. Michel stated that his decision to install greatly expanded capacity in the area of production was made with confidence in view of the excellent record of trouble-free operation for two years under a 24 hour operation schedule without technical assistance of any kind from ESM.

Mr. Michel brought to Grand Rapids a report on what has already been achieved by the use of ESM machines, originally installed in 1952. The 16 machines, of an older model than that currently manufactured by the Grand Rapids firm, prompted Michel to develop a totally new concept for the marketing of Congo-grown coffee. Their ability to provide fully automatic, precision sorting coffee beans allowed the "up-grading" of coffee, previously not considered exportable, to a point of acceptability for the export market. At the same time, coffee of an acceptable but undistinguished grade was dramatically improved in quality, and today demands a correspondingly high price when exported.

Mr. Michel pointed out that the achievements of the automatic sorting machines have particular implications for a country such as the Belgian Congo.

The development of commodities suitable for export substantially increases the amount of foreign exchange available to the Congo treasury and brings a major product of the Congo into a strong competitive position in the markets of Continental Europe and the United States.



ESM fully automatic color sorting machines have long been employed for a variety of industrial and agricultural sorting uses in the United States. Developed and applied more than a quarter-century ago to the needs of Michigan's bean industry, they are presently being relied on for electronic color-sorting of objects which range from California lemons to extruded plastic pellets.

Recent years have seen a growing demand for ESM equipment in countries other than the United States, and in addition to the Belgian Congo, they are found in Latin American countries, England and Continental Europe.

the year in coffee

(Continued from page 69)

milds in Central American producing countries, the scarcity of better grades in Brazil and the increasing demand of world buyers for quality coffees was given as the reason. As Centrals would not come into the market until December and the midyear Colombian crop was about finished, it was anticipated by some at the time that the strength would last until about December. Roasters who had been buying on a hand-to-mouth basis would have to begin to think of building up supplies for winter. The strength of milds gave strength to the better grades of Brazils and held up prices on other grades.

However, the peak of this movement was to come in August and September, when Colombians went above 80¢ and Brazils hit almost 62¢. After that movement had spent its force, weakness developed. Retail prices were reaching the dollar mark, but most stores were selling below that figure on the basis of earlier purchases at lower prices, or just using coffee as a leader. Roaster wholesale prices were on the dollar level. Roasting was holding up well and there did not seem to be any consumer reaction to the higher prices.

Imports of Brazilian coffee showed great increases on the Pacific Coast, while Centrals showed a loss this year. There seemed to be a trend in favor of bag coffee. For the balance of the year, it was wondered whether stores which seemed to have good stocks on hand would work them down or begin buying.

Because of the spread in M futures and December quotations, coffee men felt that Colombian prices were due for a further drop around the first of the year. However, it was noted that the new crop of milds was pretty

(Continued on page 81)

the coffee man and publicity

By EUGENE HEATHCOTE, President
Pacific Coast Coffee Association

It may be an understatement to say that 1956 proved to be a very interesting year, or perhaps the mere fact that one grows older makes events take on more importance and we view them in a different light.

But one thing does seem certain. During the past year we have seen an improvement in imports, and with few exceptions, the industry has attained better public relations, even though prices paid by consumers advanced above the dollar mark on most popular brands, which in the past has been considered the danger point.

It may be that those so violently opposed to this arbitrary ceiling in the past are beginning to realize that coffee is no exception in the process of free enterprise, and that a free market place with a minimum of controls is better for all.

During the year, I had many calls from reporters, especially after an increase in roast coffee prices. It seems these gentlemen of the press are interested in the villain of the play more than in actual facts, but if the situation is carefully explained, with logical conclusions reached, the fire and news value is diminished to the extent that no real harm is done in the resulting article. In many cases the article is shelved entirely as being of no particular news value, but many other times it has been possible to interest the writers in constructive thoughts, pointing out interesting facts about our product. Results of these directed thoughts have helped public relations in the form of proper and interesting articles. Coffee's romantic background, together with facts of its importance in international trade, have made interesting and, I am sure, informative reading matter for the consuming public.

It is easy to conclude that unfavorable publicity can be avoided, or at least minimized, if all those in the coffee industry bear in mind that what is good for one is good for all, and avoid making guesses or unfavorable remarks that can be magnified into harmful headlines.

It may be a good New Year's resolution for all of us that in 1957 we try to find the better side in coffee publicity, keeping in mind that careless remarks are misconstrued and magnified out of all proportion, but interesting facts and comments can be made, turning the power of



the press into a favorable source of good for the entire industry. Such an aim is self-serving and could help the fine work being done by the National Coffee Association, the Coffee Brewing Institute, and the Pan-American Coffee Bureau.

We, on the Pacific Coast, as in all the United States, are enjoying a rapidly expanding growth and feel that if we can hold the popularity of the nation's number one beverage, we will have a boom in sales never before experienced.

Surely, good public relations on our product is our first concern, and with this accomplished, I think through inducing the consumer to increase his coffee drinking one cup or more per day, or convincing parents that coffee is not harmful to younger people, there is no goal too high to reach.

75,000 copies of "Fun with Coffee", recipe booklet, distributed by PACB

More than 75,000 copies of "Fun With Coffee," a 32-page recipe booklet, have been distributed at the rate of approximately 2,000 per day by the Pan-American Coffee Bureau.

This certainly is proof that the average coffee drinker is interested in discovering a variety of new ways of enjoying coffee, as reported in a study conducted for PACB about a year ago. The booklet features 48 special coffee recipes and costs consumers 25¢.

The booklet was first offered to consumers through a PACB advertisement in the June 2nd issue of the "Saturday Evening Post." Subsequent advertisements featuring the booklet appeared in "Look," "The Ladies Home Journal," "The American Weekly," "This Week," and "Parade."

In addition to requests from consumers, PACB has provided quantities of the booklets to coffee companies throughout the United States, Canada, and in many of the countries of Europe for their own distribution and imprinting at \$10.00 per hundred.

Special features on the booklet have been prepared by food editors of leading newspapers, magazines, radio and television stations across the country.

Prepared under the supervision of the Bureau's Consumer Services Department, the booklet includes special recipes on hot and frosty coffees and tells how to use coffee in desserts, cookies, sauces and frostings. All recipes included in the booklet have been tested by a leading home economic consultant.

The booklet has a full-color cover and is illustrated with line drawings and color photographs.

★ A Coffee Convention "Fact-Reference" Feature: Promotion Budgets

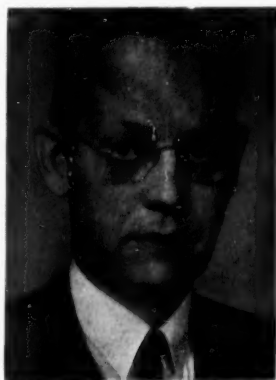
more money for more "sell"

By HAROLD T. HANSON, President
New York Coffee Roasters Association

"Sales" have become the keynote of all gatherings of coffee men these days.

The writer well remembers, in years past, that along with our convention proper, the allied groups always had displays and much time was given to production. We will have to grant that a partial purpose of the convention in bringing on a display of production material was to make some money for the national organization. However, it did go farther than that, since much time was given at those conventions to problems of production, cost accounting, discounts and matters of that type.

The first sectional meeting I ever attended was in Philadelphia years ago, and I recall the program of that meeting was largely a discussion of the coffee trade



adopting a 1% cash discount instead of the 2% which was being given. These problems of production, costs, discounts, etc., still remain important problems, but have been placed at company rather than national level. Production efficiency has grown and is still improving, so we have turned to other fields. We now think at our meetings in terms of sales, trade relations, public relations, brewing, etc., whether national or local.

It was at the convention of Yosemite Park in 1947 that the New York Coffee Roasters Association first made an appeal for greater funds for greater promotion to increase sales, as well as to improve consumer relations.

The amount then collected for that purpose was 10¢ per bag. Certainly the cost of promotion has increased during these years, but the amount of money available is not much more now than then.

Where do we go from here?

Undoubtedly public relations are better now than they were, say, three years ago, when we ran into the first spurt of really high prices. We are again in a ticklish period, where many vacuum coffees are over the dollar

(Continued on page 81)

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Cleans Coffee Makers - Plasticware

key to 8,000,000 more bags

By JEROME S. NEUMAN, Director
National Coffee Association

During the course of the National Coffee Association convention, many excellent suggestions will be made on how to increase consumption by what NCA President Jack McKiernan calls "that magic figure—one more cup". This added consumption, according to Mr. McKiernan, would have meant a sales increase of 8,000,000 bags of coffee last year.

Coffee men will make valuable and practical contributions toward reaching this goal through improved advertising, merchandising, sampling, packaging, promotions, ad infinitum, at Boca Raton. However, the one factor that may be sadly neglected is "quality".

With the current economic hardships being faced by the industry, that word "quality" becomes more and more vital to the continued existence of coffee roasters. And quality is the key to convincing the adult population of this country to consume that one extra cup of coffee.

Smart advertising and packaging will certainly attract shoppers to your product on store shelves while merchandising, and promotions may enable you to sell them. However, how many customers will you keep if they are disappointed by the resultant brew?

Coffee roasters expend voluminous sums of money to advertise their wares. Many of them spend almost as much to promote sales in retail outlets. Too few invest an equal sum in maintaining a quality product in their can or bag.

When the National Coffee Association and the Pan-American Coffee Bureau got together and founded the Coffee Brewing Institute several years ago, quality-conscious roasters hoped that this would be the foundation for a general upgrading of coffee blends throughout the country. Then came higher prices and many roasters took the line of least resistance by "weak selling" their products. They down-graded their blends to keep their prices down. In addition, a number of frankly inferior blends suddenly made their appearance on the market, cashing in on the current situation by the sole virtue of their very low retail price.

The effect of these inferior products entering thousands upon thousands of homes on the sales of long-established brands cannot be measured yet. But you can be sure that a consumer trying a poor blend will blame coffee in general for the disappointing results—and may switch to another beverage!

The answer is up to the coffee roaster. He must recognize his responsibility to the consumer and to the industry. The roaster must give at least as much thought to his blend as he does to his advertising and merchandising.

We have made some headway in our efforts to convince consumers to brew a better cup of coffee. But if we are to sell her and her family that "extra cup of coffee", we must believe our own message and blend a better coffee for her to brew. In short, "quality".



coffee vending competition

This summary of trends in hot coffee—and hot beverage—vending was prepared for COFFEE & TEA INDUSTRIES by the National Automatic Merchandising Association.

Hot coffee is a phase of automatic merchandising now entering a highly competitive period.

Public acceptance is increasing, but only because the manufacturers of machines and the suppliers of coffee have made great strides in their efforts to provide good coffee—automatically—to a more discriminating public.

Big news has been the introduction of pre-brew and fresh-brew coffee machines. As the names imply, pre-brew coffee is brewed in the operator's place of business (or by a restaurant or caterer) and then taken in containers to the vending machines at the location. The fresh-brew machines actually brew coffee in the machine at the location.

The keen competition between pre-brew, fresh-brew and the liquid and dry concentrates has had a salutary effect on the vending of coffee. Although dry and liquid concentrate machines continue to dominate the market, pre-brew and fresh-brew machines have opened many new locations to coffee vending. Also, new types of machines have provided impetus to greatly expanded sales of vended coffee. Because of this expansion, various types of coffee vending will find their place in the total vending picture.

Hot chocolate has become a standard selection in most machines vending instant coffee. Initially, operators added a hot chocolate selection to capture plus sales from non-coffee drinkers, and learned that the availability of chocolate did increase per machine sales. Chocolate buyers have become repeat buyers, as the chocolate suppliers have created a richer and fuller bodied drink.

The necessity to diversify has accounted for the increased appearance of cup soup (usually made from dry concentrates) in hot beverage machines. Locations have found that cup soup is a welcome addition to other hot beverages and now, many three and four selections are on location in addition to the many coffee machines that offer a single soup selection.

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★ Coffee Convention: San Francisco

the lighter side in San Francisco

By ERNEST A. KAHL, President
San Francisco Coffee Club

Coffee men are almost universally golfers, and that is what makes the San Francisco Coffee Club, established in 1935, such an integral part of their social and recreational life.

Three outings a year are provided for the membership. These outings are planned in advance so as not to conflict with any convention, tournament or other activity of the Pacific Coast Coffee Association.

The first outing of the year takes place in the spring, before the annual Pacific Coast Convention in May. The second outing is planned for the fall, usually the month of October, with the final outing in early December.

A typical "outing" includes golf at one of the many fine courses in the immediate Bay area, dinner at the club and entertainment after dinner.

Various committees are formed prior to the outing to arrange for the selection of golf prizes, entertainment, dinner and many other numerous details encountered in the production of an "outing". Needless to say, members selected for these committees have always given freely of their time and energies.

Prior to the Pacific Coast Coffee Convention at Pebble Beach, an outing was held at the San Francisco Olympic Club course at Lakeside, under the able chairmanship of Chuck Cecil. A lively time was had by all.

The fall outing in October was held at the Peninsula Club in San Mateo and a large turnout enjoyed a beautiful golf day, capped off with terrific entertainment, provided by the Alexander brothers. Our thanks go to Harold King, of J. Aron & Co., for his fine chairmanship of the party, plus able cooperation from Bob Manning, of Manning's Coffee, Inc., Bill Budge, of J. A. Folger & Co., John Cognetta, of the M. J. B. Co., and Jack Schimelpfenig, of Anderson Clayton & Co.—officers of the club who have given so much of their time to make 1956 a successful Club year.

At the final meeting in December, a new slate of officers and directors are elected for the following year. New members are nominated and a final report is given by the secretary-treasurer.

The San Francisco Coffee Club, through the years, has become an important part in the life of the coffee industry of Northern California. Regardless of whether the market is "up" or "down", its members have always welcomed the chance to get out, relax and renew contact with their fellow members.

The officers and members of the San Francisco Coffee Club extend their best wishes for a successful convention to all attending the national convention at Boca Raton.

paths to "one more cup"

By AUSTIN A. O'BRIEN, President
New Orleans Green Coffee Association

The volume of coffee imports for the year 1956 has taken a very healthy increase, and we feel that this, to a degree, can be traced to the activities of the coffee associations, both local and national.

We think the most important consideration in the increase in coffee tonnage has been the emphasis on quality. To demonstrate this point one has only to look at the premiums paid for the best qualities over the lower grades. These wide differentials are strong evidence of the fact that "Mrs. Housewife" wants the best and is willing to pay for it.

Proper brewing is playing an important part in the advance of the popularity of coffee, and in this department the Coffee Brewing Institute is doing an outstanding job and richly merits the full cooperation, as well as the praise, of the entire industry.

The Pan-American Coffee Bureau has contributed greatly to maintaining and increasing consumption through their advertising program, and when the proposed increase of from 10¢ to 25¢ per bag contribution by producers to the Bureau becomes a reality, another substantial increase in consumption may be expected. It is a well established fact that there is a direct relation between advertising and sales, so the industry looks forward to the day when these additional funds are made available to the Bureau.

Another very important consideration has been the awareness of the associations and the trade of the importance of public relations. Every last member of this industry has full knowledge of the value of the public attitude to our commodity, and never passes a chance to comment favorably or in some way improve the public's appreciation of coffee.

It is not a simple matter to demonstrate that every dollar spent for coffee returns to the U.S.A. in the form of orders for our export goods, which in turn gives employment to our workers, and hence makes a strong contribution to our prosperity. This is just a little involved and indirect, and somewhat difficult to impress on the "man in the street", but we believe this very important fact should, in some way, be brought more forcibly to the mind of the consumer. This is valuable public relations material and should be exploited to the utmost.

No comment on the increase of coffee consumption

**We know the paths
to achieving**

"just one more".

Let's use them

constantly —

and find new ones

would be complete without giving highly deserved credit to the instant segment of the industry. This phase of our business has gone ahead sensationally, and a large part of the instant tonnage is additional tonnage, inasmuch as many of the cups of coffee consumed in instant form would not be drunk at all if not available in this convenient form.

One of the most dramatic developments in recent years in the health of the industry has been the coffee break. This and all of the other factors contributing toward increased consumption must be constantly employed and emphasized, and new devices of a similar nature sought, day in and day out, if we are to attain our goal of "just one more cup".

more money for more "sell"

(Continued from page 77)

mark. We are not altogether ready to say that Mrs. Housewife has accepted the dollar-per-pound price without a murmur. Roastings have looked impressive, but we cannot feel that "all's well" and sit back with a sense of satisfaction. We are still vulnerable to setbacks, with such high prices, and so vigilance is needed, and vigilance for a large industry takes money.

We of the New York Coffee Roasters Association again urge a greater effort for promotional funds. We also again pledge our loyalty to the national association, and stand willing and ready to assist them in any way possible.

the year in coffee

(Continued from page 75)

well spoken for, and that a strong market might be sustained when the new crop of milds comes in. Threats of a strike in New York had its effect in market fluctuations.

It would seem that when there are surpluses in coffees, it is a question of **what kind** of surpluses. Quality coffees live a life of their own and are not affected by the more humble grades. However, mounting surpluses are not healthy, and if nothing else, would begin to create an economic problem with producers. Controls and restrictions could work as in this country, but as is true here, they would leave an unsolved problem.

The final chapter is yet to be written.

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★ Coffee Convention: Techniques

that extra cup



By **RICHARD T. MOSLEY**
President
Los Angeles Coffee Club

The theme, "Just one more cup", if pushed and pushed to the extent that it becomes successful, would surely profit the coffee industry tremendously, all the way from grower to roaster. But selling that extra cup is far easier said than done. However, with combined efforts and with the objective kept constantly in view, we can certainly go a long way toward accomplishing this much desired goal.

Let's take the restaurant coffee route man. What can he do to aid the fulfillment of our theme?

Persistent talk with the restaurant operator, perhaps, pointing out to him exactly what additional gross might be obtained if he were able to push "just one more cup" to each of his coffee customers over a period of one year. The arrived-at figure would open his eyes and start him thinking along the required lines.

To help the salesman present the desired facts properly, charts of one sort or another could be drawn up by his company, showing average costs of cream and sugar coupled with the percentage of use of each and applied to various volumes of consumption. Some companies might be wise to provide an incentive plan to create interest among the route-man. In order to set the ball rolling with the restaurant operator, a plan could be devised to offer a moderate compensation in one form or another, based on a consistent increased volume over a set period of time.

In the same vein and tied in closely with the "Just one more cup" theme, similar results would be obtained even to a larger degree if we were able to convince the restaurant man that he is only hurting himself by brewing his coffee with three or more gallons of water to each pound, instead of the once standard usage of two and one-half gallons.

A thought might be given to the possibility of selling the extra cup in order to increase sales to the point of allowing for the cutback to two and one-half gallons per pound. If this were accomplished, the coffee industry

(Continued on page 159)

pushbutton coffee plants

By J. L. ROBINSON, Vice President
Jabez Burns & Sons, Inc.

Automation fills the news these days. We read about automation in machining engine blocks, in making television tubes, in bottling soft drinks and beer. Earlier this year, we even had a Congressional investigation on the subject!

Do most of us realize what automation really is and how it can affect our lives and businesses? For instance, do you—as coffee roasters—know how close we are coming to automation in a coffee plant?

When we use the term "automation," we have to be sure just what we mean by the word. Confusion arises from the fact that there are many degrees of automation. The degree to which you can go depends primarily on how much of your production is concentrated in one product. In a plant which handles many blends and packages, pushbutton control can replace much direct labor—but you still have to have an operator to make changes in the product flow, from a master panel. On the other hand, some "single product" coffee plants can be instrumentized so that direct labor is needed only to dump green coffee on one end and to handle final cartons being shipped on the other end. No other human effort is required except inspection, housekeeping and equipment maintenance.

You may be wondering if such a plant is in existence. The answer is "not entirely." But each of the various segments are in practical operation in one or more plants; and several of the newer plants have come very close to strictly pushbutton operation. We fully expect that the complete pushbutton coffee plant is just about to come off the drawing boards into a physical reality. Perhaps one of you will take us up on it!

Let's take a look at the step-by-step operation of the "perfect" coffee plant of the near future. The first characteristic of such a plant is the existence of a series of bins for storage of straight green coffees sufficient for at least a day's roasting requirements. Such an arrangement permits dumping to be done during one or more periods most convenient to the maximum utilization of that type of labor. This labor can then be used for bag handling, shipping and general housekeeping—without continual interruptions for dumping one roaster or mixer batch.



With this bulk green storage bin system, it is usual to pass the coffees through the cleaning operation on their way to the bins. The direction of the different coffees to their respective bins is controlled by a panel which actuates gates by air cylinders. Another variation is to store the coffees prior to cleaning and to clean them in mixer batches of 12, 20, or 24 bag equivalents on their way to the mixer.

In either case, the measurement of the proper amounts of every coffee included in the blend can be accomplished by pushbutton control. There are two popular methods for such "automation blending"—volume and weight. Each system has its advantages and disadvantages; the choice usually depends on the type of production and the physical limitations of the particular plant.

The volume approach utilizes proportional feeders operating on a timed cycle. These feeders draw certain predetermined volumes from their respective green storage bins, discharging into a conveyor or a piping system. The conveyor or piping takes the coffee either to the roaster feed hopper, in the case of a one or two roaster installation (where the roaster doubles as a mixer of the blend), or to the feed bin of a larger batch mixer, utilized in multiple batch or continuous roaster plants. Blends can be varied quickly—and at a remote control point—by changing the time settings on a master panel actuating the several proportional feeders.

In the weight approach, an automatic weigh hopper is used after the system is started by pushbutton, each coffee is drawn in sequence from the bins into the hopper. At a predetermined point, the scale actuates an air cylinder which shuts the gate on the first bin. The gate on the next bin is then opened automatically, and the process continues until a certain weight of each coffee included in the blend has been discharged into the weigh hopper. The latter can then be emptied automatically and the coffee proceeds to the roaster feed hopper or the mixer feed bin, as described above.

Next comes mixing of the blend. Again we can rely on the master control panel to open the gate on the mixer feed bin, fill the mixer, allow the blend to be mixed for a preset period, open the mixer discharge, empty the mixer and elevate the coffee to surge bins feeding the roasters. Here, too, it is just a matter of time cycling and the use of hydraulic or electrical activators.

From the foregoing, it becomes clear that all of the green coffee storage, cleaning, blending and mixing can

(Continued on page 158)

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an era



of packaging progress

By ROSCOE M. ROBERTS, General Manager
Food Container Division
American Can Company

The many developments in vacuum packing coffee that have been crowded into the past six or seven years—from the development of production-speeding machinery to the designing of sales-stimulating packages—mark the current period as one of the most important in over half a century of coffee packaging progress.

While for many years the efforts of can-makers were aimed mainly at perfecting a more air-tight can to insure lasting coffee freshness, today's growing consumer demand and revolutionary merchandising techniques have created new challenges.

New technology and products have been introduced in almost all areas relating to the vacuum coffee can. Can heights are being changed. Can making and can-using plants have been brought closer together. Greatly improved materials-handling principles are now in use and more efficient production methods have been perfected. These achievements have been largely responsible for keeping can price increases at a minimum in a period of continual rises in labor and raw material costs.

Refinements in container design

For many years after 1924, when Canco researchers and engineers produced the first key-opening collar-type vacuum can with the reclosable lid, the dimensions of successive vacuum can remained essentially the same.

But over the past seven years, advanced techniques and equipment adopted by the coffee industry both for roasting and grinding have been followed in the can-making industry by extensive research to define the proper can heights for vacuum packing under these new coffee industry methods. A shorter can, which uses less plate, was developed as a result and is now in use. Moreover, as progress continues in coffee processing equipment, the probability is that even further reductions in can heights will become possible.

Vacuumizing equipment

During the past few years, great advances have also been made in closing and vacuumizing equipment, basic elements in the production of vacuum packed coffee. Equipment that will vacuumize and close more than 120 one-pound coffee cans a minute at vacuums of $29\frac{1}{2}$ to $29\frac{3}{4}$ inches is in operation today at a number of plants.

Optimistic that future demand for coffee will eventually create a need for even faster machinery, Canco has per-

fected and tested in a highly successful commercial pilot operation apparatus that will close and vacuumize cans at speeds up to 240 one-pound cans a minute, drawing vacuums of between $29\frac{1}{2}$ to $29\frac{3}{4}$ inches.

Materials handling

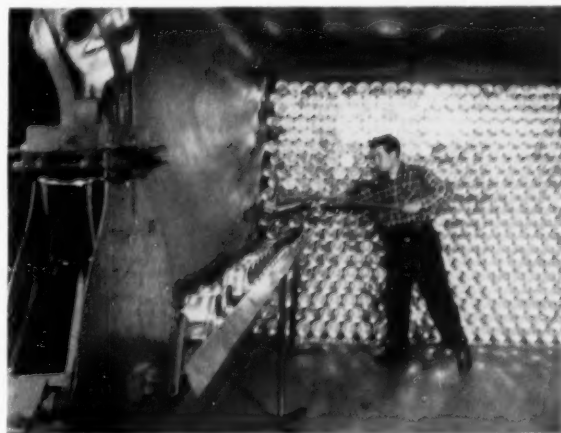
Methods have been improved for shipping and handling coffee cans in large numbers. Marked superior systems for feeding quantities of cans to filling machines have been devised and are presently in use by some roasters. Bulk palletizing provides a new method of safely transporting large quantities of loose cans.

In addition, Canco recently announced the development of an automatic carton unloader which, when used with new automatic can unscramblers, feeds coffee cans to filling lines at rates up to 450 cans per minute. We have already provided a major eastern coffee roaster with this apparatus. The customer looks forward to increased efficiency in its packaging operations.

Economies and safeguards

Mindful of the perpetual threat to our overseas tin supplies, the can-making industry has continually sought

(Continued on page 159)



An operator loading coffee cans into a freight car at the American Can Co.'s Hudson plant in Jersey City, N. J. The containers are carried by cable conveyors directly from the production line into the cars, where they are pattern-packed by operators using single-line forks. The operators load a car, 47,000 cans, in about four hours.

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ITALY: D. Tesei & Co., Piazza Stazione No. 2, Firenze

better coffee bag design

By A. A. BARNETT, Arkell & Smiths

The increasing emphasis on self service in the retail market, coupled with a growing trend for consumers to make their buying decisions after entering the store, make your coffee bag a very important salesman for you. It must first attract attention and then create the desire to buy your brand. In order to do this, your coffee bag must compete successfully with many products in different types of containers, all designed to sell themselves.

The first step in this competition is to attract the eye. Bright colors are a most effective means of drawing attention. To hold the attention and eventually sell the coffee is the function of the design.

Coffee bag designs are for the most part determined by men, however, it is the housewife that the design is supposed to woo. Geometrical figures, straight lines, conservative colors, all incorporated in balanced designs, appeal to the masculine sex. Unfortunately such masculine designs are frequently used to sell coffee to the fairer (and wealthier) sex.

A quick perusal of the soap department in any store will give you an idea of what feminine appeal in a design is. The chances are you will notice a marked contrast between the pastel and bright colors used with flowing design on the soap cartons and wrappers and the predominantly masculine tone of coffee cans and bags.

We do not advocate making your coffee bag look like a soap box. We do suggest an attempt at a feminine viewpoint when making a design decision.

A good coffee bag design should basically suggest that a good cup of coffee can be made with the coffee in the bag. Whether the suggestion is subtle or obvious is a matter of personal preference.

The slogan used in a bag design is direct assault intended to break down buying resistance. Such slogans as "Good to the Last Drop" and "Alive with Flavor" assure the consumer that a particular brand will result in an excellent brew. Frequently the slogan is tied in with an advertising campaign and helps to insure product recognition. If a slogan is omitted, there should be some verbal barrage aimed at convincing the consumer that the coffee in the bag is "rich", "full bodied", "pure", "fresh", "satisfying", or in other words a good value.

A more subtle way of suggesting good coffee is the use of symbols. A flower suggests freshness, a rising sun

depicts morning, when most coffee is consumed, and a steaming cup of coffee may suggest aroma and flavor. The symbol used may be a trademark which ties in with advertising and facilitates brand recognition.

The logotype of the brand name should not only be distinctive but should be given the most prominent position in any coffee bag design. Coffee has been sold in bags for over 50 years and is easily recognized as such by the majority of today's consumers; so it is redundant and a waste of precious design space to stress the word "coffee" rather than the brand name. Should any newspaper or television advertising be used to promote a given brand of bagged coffee, only the most prominent features of the bag design will be discernable in a small black and white picture, and this should be the brand name.

You can sell your brand in favor of competing brands by making your brand name easy to recognize and hard to forget. The brand name should appear prominently on the face, back and both gussets, and on the bottom of the coffee bag; so that your brand name shows no matter how the bags are stacked. Keep in mind that a pound bag of coffee may last a housewife a week or more. Your brand name can be a constant reminder in the kitchen, as well as on the store shelf, to buy your brand coffee again.

Another effective means of emphasizing the brand name is to relate both the slogan and the symbol to it. A theoretical example will serve to illustrate this point. With the brand name "Rose Blend", a good symbol naturally involves a rose. What could be more logical than a red rose floating in a cup of coffee with the slogan, "Fresh as a Rose", printed on the cup? The brand name is re-emphasized in both the slogan and the symbol, and a good cup of coffee is suggested.

A heavy cash outlay for advertising has accompanied recent design changes in the cigarette and soap industries to reacquaint the consumer with the new designs. Subtle improvements which do not change the basic motif of an established design require no such expenditure. Many designs can be improved by changing the shade of one color, enlarging the brand name, or modernizing the logotype without jeopardizing consumer recognition. A subtle change will probably be unnoticed by regular purchasers and may attract new customers.

Because of expanded art facilities and improved printing processes in the coffee bag industry today, your supplier is better equipped than ever before to help you meet the challenge of self service stores and impulse buying with bags attractively printed and designed to sell. So why not evaluate your coffee bag designs, and make sure they are doing the most effective selling job possible?



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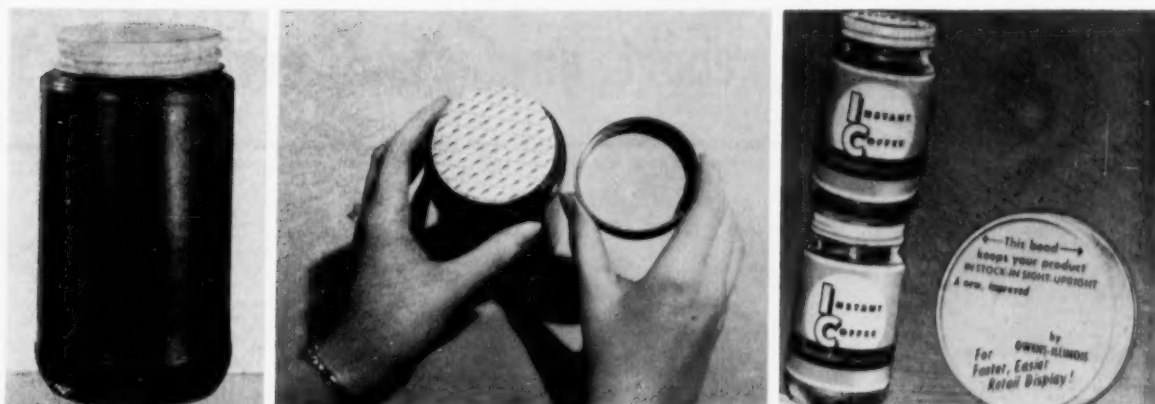
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★ A Coffee Convention "Fact-Reference" Feature: Jars



Left: The new high-shoulder soluble coffee jar with deep cap closure, both features developed by the Owens-Illinois Glass Co. Besides ease of handling on filling lines and consumer convenience, the jar has larger label space and display advantages. Center: The Owens-

Illinois Tacseal liner, a tamper-proof inner seal for soluble coffee in glass. Right: Owens-Illinois "stacker" soluble coffee jars, which permit stacking without dividers and eliminate upside-down, closure-on-closure stacking.

instant coffee packaging

By R. B. WILHELM, Manager
Instant Products Division
Owens-Illinois Glass Co.

The modern homemaker seeks convenience in products consumed in the home, and many sales records prove this point. In the last seven years, sales of prepared cake mixes increased 134%, while sales of frozen fruit juices jumped 5,480%, all stimulated by the virtues of the convenience they offer. During the same period, soluble coffee sales climbed 439%.

The speed and ease with which soluble coffee can be prepared for use has been largely responsible for the immediate and continued popularity of this product. This growing use of instant coffee in the home was pinpointed by the results of a survey made by the Home Makers Guild of America for the Owens-Illinois Glass Co. and released in 1955.

This survey showed that more than three-fourths (77.1%) of the homemakers indicated that they had purchased instant coffee in the six months preceding receipt of questionnaires. This compared with only 52.6% who had made similar purchases in 1952.

Of even more significance was the fact that only 6.2% of the homemakers indicated that they had never used

instant coffee. This non-user figure showed a sharp drop from 22% in 1952 and 42% in 1948.

Just as consumer convenience is the primary reason for the growing use of soluble coffee, so is consumer convenience the principal reason for the popularity of the glass jar as a packaging agent for this product. Since the entire contents of a package of instant coffee is seldom consumed at one time, quick and easy resealing of the unused portion is a highly important consideration. So is the protection of the quality and fine flavor of the product, which is afforded by the glass package. Another important factor is that of visibility, which permits the homemaker to tell at a glance how much of the product still remains in the jar.

From a sales standpoint, the glass package for soluble coffee, when provided with an attractive label and closure, has outstanding eye-appeal on store shelves, thus providing the necessary element of self-selling so vital in today's food stores.

One result of consumer preference for glass packages of soluble coffee has been continuous packaging research aimed toward developing more attractive and more functional glass containers. An example is the high-shoulder soluble coffee jar developed by Owens-Illinois and recently introduced to the trade. This jar, which tends to emphasize the size of the container, fea-

(Continued on page 165)

a status report on instant coffee

By CLIFFORD SPILLER, Director of Marketing
Maxwell House Division
of General Foods Corp.

In this past year, the soluble coffee market showed many indications that it is maturing. Increased maturity in the consumer's mind is evidenced by greater social acceptability. There is a rapidly growing number of families using instant coffee exclusively. This sign of acceptance could indicate that this product will follow the pattern we saw develop in cake mixes and, even earlier, in canned baby foods. It will be remembered that there was a degree of social stigma attached to their early use. Today both of these industries are extensive and continuing to expand.

The growth of the soluble coffee industry has been built upon the continued quality improvement by brand leaders. Important regional brands have made good progress by applying their customary aggressive promotion to good products.

Improved quality solubles began to appear on the market in early 1950. Since that time the consumer market has increased approximately six times—and taken its position as one of America's most important industries.

There has been some tendency to deride soluble coffees as a product brought into being largely as the result of consumer rebellion against high coffee prices. However, we find that the consumer buys and consumes soluble coffee simply because he enjoys it.

The high price climate of a year ago did, of course, accelerate the swing to soluble coffee. However, the accelerant of price considerations simply brought forward by more than a year a soluble coffee growth that was inevitable.

Soluble coffee's position today is more than 20% above the high levels achieved during the year-ago price increases of ground coffee. This has been accomplished in the face of a substantial recovery in the sales of ground coffees.

The current wide differential of about 50¢ between a pound of ground coffee and a 2 oz. jar of soluble helps the swing to solubles. But the important aspect of this conversion is that the consumer remains with a quality soluble once she has tried it.

Soluble coffee sales today are moving toward an annual volume of \$400,000,000—well below the ground coffee sales of \$1,200,000,000. In other words, soluble coffee

accounts for \$400,000,000—or 25%—of the total dollars spent on coffee.

The ratio of soluble to ground coffee in terms of cup equivalents now approximates 40%. Most significantly, strong gains in ratio, volumes and dollar sales continue in the highly developed soluble markets of the East, with slower but steady progress in the West.

The exclusive soluble coffee user represents the greater share of tonnage. The exclusive user represents approximately 10% of the population and absorbs a good 70% of total sales volume. They use soluble coffee because they enjoy it, and will use more as quality continues to improve.

In recent months there has been some short-term conversion to low quality, lower price brands. But just as in the tradition of ground coffee business, the shift to low quality solubles is temporary and expedient.

It is to be hoped that soluble coffee producers will understand that it is only long-term quality improvement which will build new gains for the category. Those who offer lower grades of coffee at a lower price have created nothing because any one can make it cheaper. It is the brand that can make it better which is building the great soluble coffee franchise of the future.

A very important new development has been the introduction of the larger 8 oz. size by both a national and by a chain brand. The success of this new size is being watched closely, for it bears strongly upon the forward development of the entire soluble coffee category.

An additional force that commands attention is the growth of chains' own brands. Their gains under the stimulus of price cutting, as well as constant in-store domination, have made chains' own brands a much greater competitive force in the market. Now that some chains are about to begin production of soluble coffees in their own plants, it will be interesting to watch the long-term competitive match between quality and lower price.

There are now about 250 brands of soluble coffee on the market, but only about 15 processors. The direction of quality, or lack of it, is in the hands of the processor.

Coffee crop up in Sierra Leone

Total coffee production for 1956-57 in Sierra Leone, British West Africa, is forecast at 44,030 bags of 60 kilos. This compares with an estimated 40,640 bags in 1955-56 and 40,470 bags in 1954-55.

Most of the coffee production in Sierra Leone is Robusta coffee, and all new plantings are of this variety.



trends in instant coffee merchandising

By CONNOR F. LAWRENCE, General Manager
Sol Cafe Manufacturing Corp.

The child of convenience and necessity, instant coffee owed its first growth in sales to the 1949 price rise of green coffee, which sent roasted coffee prices skyward in the United States. Turning to instants, housewives found that a two-ounce jar saved her better than 50¢ over her usual percolator or drip brand in an equivalent number of cups of coffee for her family. Soluble coffee also came into general use at a time when the housewife was making her acquaintance with a wide range of instant and frozen foods. Instants fitted nicely into this new pattern of convenience.

This is not cited as news. It is a conclusion familiar to practically everyone in the coffee trade, and highlights the small amount of credit we can claim for the early growth in popularity of instant. But aggressive merchandising, advertising and sales promotion have been necessary to keep that growth going, to insure an adequate share of the market to those entering the field of instant coffee sales.

Because it is a new product, it has been necessary to pioneer in new methods of merchandising. In many instances this has meant merely the adaptation of the merchandising formulas which have proven themselves with other items. One of the earliest means adopted was that of "deals," a form of "price" merchandising which always has been popular. This method has met with varying attitudes on the part of retailers handling the product, and in its net result has tended to weaken "brand loyalty" to some extent.

One impartial survey of instant merchandising recently brought out the fact that retailers accept promotions and deals as long as they realize a full profit at the time of sale. It was found that customers switched brands to take advantage of a deal. But that many returned to their favorite brands once the deal was over. Holding a customer once she has taken advantage of a deal is a further objective of sound merchandising and sales promotion.

It has been demonstrated that three special selling efforts a year—fall, winter and spring—produce the best sales results in instant coffee. A minimum of a week and a maximum of ten days is the optimum for such promotions, with each ideally taking advantage of some holiday season, such as Easter and Thanksgiving, or a particular holiday, such as George Washington's birthday. Newspaper advertising and direct mail should pre-sell the customer, who is then reminded of the sale with special point-of-purchase material once she is in the store. Effective materials for this purpose are basket displays, "bin backers"

and counter cards. The checkout area or shelves adjoining the cash register can be utilized to bring additional sales.

Point-of-purchase material has done more than any other medium to build instant coffee sales. It has been shown time and again with consumer purchases that the decision to buy a specific branded product is made right at the point of sale. Although the housewife may have known for a week that she will need to replenish her coffee supply, the next time she visits the food store or super-

The men behind the convention

For many months, people have been hard at work to prepare the 1956 convention of the National Coffee Association. Busiest, perhaps, have been the NCA management, including the directors, and especially the NCA staff.

Committee chairmen have been setting up arrangements for the sports events, always an important part of the convention.

The committees include:

Golf, headed up by Richard Wear, Anderson, Clayton & Co.; tennis, Albert Hanemann, Hanemann & Cummings, Inc.; softball, Ralph Lombardi, Machado & Co.; fishing, W. Ferd Dahlen, W. Ferd Dahlen Co., Inc.

Prizes are being handled by Harold T. Hanson, American Home Foods, Inc., assisted by R. B. Saven, Danemiller Coffee Co., and James F. Sullivan, F. W. Ehrhard & Co.

Mrs. Austin A. O'Brien is heading up arrangements for the ladies events.

market. The decision to buy instant or regular of one brand or another often is not made until she stands in front of the coffee shelf.

An attractive price, a handsome package, a product familiar through advertising or a mailing piece—these are what will catch her eye and prompt her action at that moment.

Here the point-of-purchase promotion becomes the final follow-up of the advertising directed at her up to that time. Because sales clerks have been replaced with self-service and self-selection methods in so many instances,

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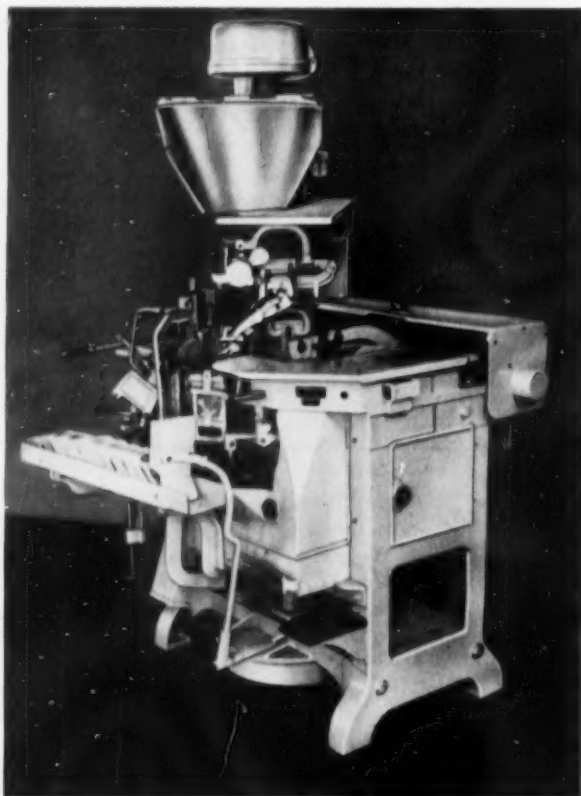
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one-cup instant coffee packages



come of age

By E. W. MASON, President
Mason-Keller Corp.

The phenomenally rapid growth of instant coffee is largely due to product convenience, quality improvement and aggressive merchandising. These factors have played an important part in making it possible for one-cup services to be accepted readily by the public.

This progressive segment of the coffee industry has substantially contributed to per capita consumption increases which, without their efforts, undoubtedly would not have been possible. The technical advances in the manufacture of instant coffee, standardization and quality control, as well as the unusual progress of packaging, have made available a superior product and one worthy of the concentrated merchandising efforts.

Progress of one-cup packages

From humble beginnings more than 20 years ago, one of the first unit service packages for instant coffee was made from a costly pure tin tube. Despite its price, the tube did an excellent promotional job in distributing G. Washington's Instant Coffee to many initial and continuing users.

After World War II, a new three-dimensional, all aluminum foil package was developed by our company. This package is available on a contract service basis and is mass produced for large markets. Attractively gravure registered-printed, it provides an easy-opening device and pouring spout for convenience of the user.

Working on the time-proven axiom of repetition, a properly designed and labeled unit package carries the title message to the consumer on each and every use. With all of the conditions being proper, this is bound to make a lasting impression which, through the years, will build substantial product sales. The distinction and prestige of this point is well demonstrated by the industry's current use of this unit package to the extent of hundreds of millions annually.

Package growth from mass production

Equipment for this new 3-D easy-opening unit was especially designed to utilize a natural characteristic of aluminum foil, by drawing a formed pocket into one web of the material. After filling, this web is then sealed thermoplastically to an opposed printed web of flat aluminum combination material. This results in a finished

package so protective that the instant coffee granules are still in good, free-flowing condition at the end of even five years. Such protection, afforded by the aluminum foil and by the method of producing the package, adds materially to the preservation of flavor and freshness. This process of production also gives careful consideration in the filling operation to the fragility of the product, which is protected by a slow-moving, non-violent, non-compacting system of measuring, after which the 3-D feature of the package offers additional protection in transit.

The production of several hundred packages per minute is carried on in individual air-conditioned rooms. The units are placed in folding cartons of ten to 100, then in corrugated cases ranging from counts of 144 to 1,000. Of great importance is the almost endless opportunity provided by unit packages, in that the count may be adjusted almost infinitely in accordance with general market requirements. At the same time, it is possible to adjust the count to meet certain highly desirable retail price brackets.

Constant quality control is maintained on each production line. In addition to rigid inspection, this control embraces accurate statistical records of weight and seal behavior.

Bulk vs one-cup packages

These two package forms do not really conflict in any way. On the contrary, they are more inclined to complement one another because the point of end use is the controlling factor. For example, in an office where it is becoming increasingly more customary to have a coffee break, no matter how close co-workers may be, the preferred method is for each person to have his own one-cup service package for coffee, cream and sugar, as against using a bulk container where wet spoons or soiled spoons may be dipped, one after the other.

It is therefore compelling that the convenience and personal phases concerned with a unit service package will continue to influence growth. In this connection, prominent factors to remember revolve around:

1. Individual service packages provide a convenient, one-time use.
2. The package itself is portable and expendable with each usage.

(Continued on page 167)

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bean buying for instant

By CHARLES LEISTER, Vice President in Charge of Purchases
The Nestlé Co., Inc.

A major concern of most Americans and of Nestlé's purchasing department in particular, is a good, satisfying cup of coffee. A top quality instant coffee depends upon top grades of beans, and these are the only quality we buy for our brands of instant. Of course, we don't stop at that. We do a great deal of testing, blending and checking, as well as engaging in constant research to insure that our manufacturing methods are of the latest and most scientific type. But, basically, you've got to start with fine coffees, because that's all our three principal brands consist of—coffee.

Before telling a little of our purchasing system, I'd like to point out that there is one part of the goodness that does depend on the consumer. We do our best to educate him to use fully a rounded teaspoon of instant coffee to get a full, rich flavor. Beyond that, we supply four brands for as many preferences.

Foremost, of course, is Nescafé, the world's first modern instant coffee, which is blended for the robust flavor that the majority want. Then there's Nestlé's Instant Coffee, which provides a blander, milder cup. Decaf is for those who insist on a decaffeinated instant. For consumers in and around New Orleans, we make and sell Ricory, an instant made with fine coffees blended with chicory to meet the regional preference.

These brands vary in flavor but not in quality. And each, in its own way, is uniform year in and year out. The proportion of various coffees may change from time to time when one type of bean or another is off the market temporarily, but buying and blending right gets us the necessary uniformity.

Our tasters, functioning in a laboratory as do our food chemists and other technicians in our plants across the country, receive samples of all coffees we buy upon arrival. These samples are provided by independent officials who are neither on our or our suppliers' payrolls. They select random supplies of beans from every consignment and send them to our tasters for laboratory tests. These consist of visual as well as taste tests. Body, flavor, aroma and taste must be precisely correct and meet our unusually high standards before the beans



are delivered to any of our instant coffee plants. At the plants, too, further checks are made so that if—as rarely happens—a shipment is not up to specifications, it never reaches our roasters but is returned at once. The integrity of our suppliers, however, is such that a below-standard shipment is not only extremely rare—and inadvertent—but is accepted as a return without question.

There is practically nothing that any of our consumers who know enough to boil water must do to get a top-notch cup of any Nestlé's instant coffees except to spoon the right amount into the cup. It's an easy, small thing to remember, but it pays a huge dividend in coffee satisfaction.

trends in instant coffee merchandising

(Continued from page 91)

the need for effective point-of-sale material has grown proportionately.

Direct mail is a most effective build-up to the point-of-sale method. Although large supermarket operators use it less frequently, the smaller independent has found it both simple and inexpensive. Letters mailed in the early portion of the week will reach the housewife before she visits the food stores. Two or three direct mail campaigns per year are most effective in promoting instant coffee, keeping customers informed of holiday specials and giving attention to other products as well.

An increasing number of chains, co-ops, and distributors are marketing their own private label instant coffees, current estimates finding about 170 different brand labels on dealer's shelves. Retailers have found that having one's own brand adds prestige to the store, creating a stronger tie with the satisfied customer. The general experience is that one's own label provides a greater margin of profit on instant coffee sales.

In marketing a private label brand, it is vital that the label itself be attention-getting, have eye appeal, and signify quality. Proper package design can make or break a sale, with the label the final influence on the customer in her decision to buy. You also must be alert to the needs and whims of the customer who wants quality and convenience, insists on simplicity and desires economy.

One caution in merchandising a private label instant coffee is particularly important. No retailer should in-

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MARTINSON'S

new flavor and aroma for instant?

By DR. WILBERT A. HEYMAN, President
Heyman Process Corp.

Development of a process for producing a soluble coffee with the natural aroma and flavor of the fresh roasted coffee has been the ambition of coffee research chemists ever since the inception of soluble coffee manufacture.

Our research department has been working on this problem for more than 20 years. Like most flavor problems of this sort, it has been very difficult.

We are now very proud indeed to announce the achievement by which it is possible to produce soluble coffee having the rich aroma and flavor of the fresh coffee from which it is made.

The discovery of the process was not accidental. It was a result of the manufacture of many millions of pounds of soluble coffee, over a long period of time. Many experiments were conducted. A great many analyses were made. Many methods were tried, which were of no avail. Finally, the right method was discovered.

Whatever flavor there is in the roasted coffee can now be retained in the soluble coffee. If it is desired to obtain a particular flavor of a particular portion of the blend, this too can be done. If it is desired to retain the aroma and flavor of a particular roast, this also can be achieved. For example, a portion of the blend can be roasted high and the remaining portion can be roasted at a lower temperature. If desired, the high roast coffee can be used for flavoring the soluble coffee.

It has been stated that if a soluble coffee could be produced which would have the aroma and delicious flavor of the roasted coffee from which it was made, the gap between the sales of soluble and roasted coffee would gradually close. Published statistics state that more than \$1,900,000,000.00 worth of roasted coffee is now being sold annually, against only \$400,000,000 worth of soluble coffee. It is quite evident, therefore, that there are many millions of people who still prefer the delightful aroma and rich body which is obtained by brewing roasted coffee.

Consumption of roasted coffee is increasing year after year in the United States in spite of the fact that soluble coffee sales are also increasing. This is evidence of the fact that many people drink more coffee because of the convenience of soluble coffee, and yet just as many cups of coffee are consumed from roasted coffee.



The very excellent research work which was conducted on roasted coffee by the team of Punnett and Eddy shows that when the coffee is first roasted, it contains 100% of the flavor. When the bean is ground, 66% of this flavor is lost. Punnett and Eddy further state in a very excellent analysis that the 33% of the coffee flavor which remains after the coffee is ground is further reduced after ten days by a loss of another 80% of the flavor of the ground coffee. Therefore, if 80% is lost, only 20% of 33% remains. Only six and a fraction per cent of the original 100% of the flavor and aroma of the roasted coffee remains ten days after grinding. Therefore, the public pays \$1,900,000,000.00 for only a fraction of the flavor which was originally available to them in the freshly roasted whole bean coffee. In the soluble coffee which they buy to the extent of about \$400,000,000 worth, they get even less coffee flavor and aroma for their money.

This reminds me of an old boarding house joke. Mr. Smith had already drunk nine cups of coffee and asked for another cup. The landlady said, "My, Mr. Smith! You certainly must love coffee!" He said, "Yes Ma'am. I sure do, or I wouldn't drink nine cups of water just to get a little!"

Millions of people love the rich delightful flavor and aroma of a good cup of coffee. There is probably no other beverage in existence which is so much loved for its flavor as a cup of coffee brewed from a blend of rich good qualities coffees properly roasted. Aroma, flavor and body are the most important factors in a cup of coffee.

This is quite evident when we realize how much coffee is consumed and how little extractive substance is required to produce a cup of good coffee. Only two grams of soluble coffee are required in 150 grams of hot water to make a five-ounce cup of soluble coffee. Of these two grams, probably less than 1% consists of the oils which are responsible for flavor and aroma. It can be readily seen, therefore, how extremely important it is to capture all of the flavor and aroma possible from the original roasted coffee.

In the process of drying coffee extract by spray drying, thousands of cubic feet of very hot air are required to produce only a few pounds of soluble coffee. This great quantity of heated air drives off most of the flavor and aroma which has already been captured in the liquid extract. How, then, can the manufacturer of soluble coffee expect to retain the most valuable portion of the roasted coffee with which he is working? Most manufacturers do not expect to. They are merely satisfied with the best that they can do and hope that the public will be willing to compromise.

(Continued on page 167)

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★ Coffee Convention: Chicory in Solubles

chicory in instants

By GEORGE HARRISON, President
The Harrison Coffee Corp.

In 1948, the writer became attracted to the idea that the addition of chicory to coffee would heighten the flavor of the instant product so that the resultant beverage would be more in keeping with the coffee expectations of the consumer.

Basic thinking was that coffee's flavor limitations seemed to have been reached long ago and if there was to be flavor improvement, it must be assisted. It was natural to use chicory because of its long familiar compatibility with coffee.

The reasoning behind the adaptation of chicory for the soluble product was that the reduction of body and flavor in coffee owing to flash-drying could be compensated by the greater strength of chicory, which in turn must also give up part of its body and flavor. A satisfactory result depended on skilled balancing in the choice of coffees suitably roasted and a rational addition of an appropriate type of chicory.

Laboratory experimentation and field testing of samples among coffee firms specializing in a blend of regular coffee with chicory was sufficiently promising so that several regionally prominent distributors placed the item under their label.

Present turnout is at the rate of 25,000 cases 24/2 oz. jars per month, with distribution mainly in the Southeast, in territories ranging from Baltimore to New Orleans.

Contrary to the belief that only Southerners will accept chicory, private label sales are expanding in the western United States and in Canada.

Without exception, coffee tasters have repeatedly selected this instant coffee and chicory as the preferred brew from any number of solubles blind-tested. This is consistently true with non-experts.

Wherever private label instant coffee and chicory is sold, the prices are on a par with those of the straight instant coffee, for reasons of greater beverage yield and better flavor. Chicory is never presented negatively as a filler to cheapen the product, but always as a booster that produces a better beverage.

Consumers prefer this stronger powder for the additional reason that somewhat less is required for their

(Continued on page 169)



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every hour...

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just a touch does all

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311 NORTH DESPLAINES STREET, CHICAGO 6, ILL.

An Announcement

of great importance to all in the Coffee Industry!

A new organization of coffee growers in Brazil has been formed. *Corporação Brasileira de Cafeicultores S/A.*—(CBC) which will soon include the majority of Brazilian Coffeegrowers has been organized. Its object is to export and market coffee produced in São Paulo and other States in Brazil.

HOW IT STARTED

The idea of the organization of such a marketing corporation was initiated and sponsored by the Farm Bureau Federation of the State of São Paulo (FARESP) and the São Paulo Coffeegrowers Association. The main objectives of the new organization will be to protect both the coffee producer and the consumer. We hope to achieve this through the best possible marketing methods.

HOW CBC WILL HELP YOU

In order to satisfy the different consumer markets, special attention will be dedicated to better grading, as well as standardization suitable to satisfy the most important and traditional customers. Efforts will be also made toward improving the quality of our coffee, supplying the coffee planter with all necessary means and data to achieve this aim.

SAMPLES ARE READY

CBC is now in full operation and is preparing samples of our types of coffee, which will be available to interested parties and airmailed upon request.

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world coffee trends

By ALBERT VITON, Chief
Sugar and Beverages Section
Economics Division
Food and Agriculture Organization of the United Nations

International discussions of "coffee policy" are again the order of the day. In a dozen national capitals and coffee centers, committees and commissions are trying to find out what ails coffee and to decide what to do about it.

Coffee has been a problem commodity for a long time. In 1903 an international congress of the 13 chief coffee producing countries, meeting in New York, produced a full-fledged scheme for regulating supplies and world prices. Some 30 years later, the world-wide depression stimulated more efforts in this direction. But neither the first nor the subsequent schemes got much further than the talking stage. Many difficulties prevented implementation of the schemes, one of the most serious of which was how to reconcile the conflicting interests of countries in full production with those whose production was still expanding. However, in 1902—a year before the first international congress—Brazil, which then produced about 75% of world supplies, began a series of unilateral measures to support prices which it has continued, although with interruptions and in various forms.

The Brazilian schemes succeeded to a large extent in their immediate objective of protecting the income of the coffee farmers. The severity of slumps in years of large crops was unquestionably mitigated by its stock-financing and shipment control operations. Even during the depressed decade of the thirties, although the New York wholesale price was half of the 1922-1930 average, coffee fared not too badly in comparison with other agricultural commodities produced largely for export. But the price support operations had other far reaching effects.

Under the protection of Brazil's umbrella, production developed in other countries, and Brazil's share in world trade diminished steadily. At the beginning of the century, the exports of Colombia and Africa amounted to 4% to 5% of world trade; but by the outbreak of World War II, they contributed more than 20%, and at present some 40% of all the exports come from there. And year-to-year price fluctuations remained about as great as

in sugar, cocoa, corn and wheat (although it is possible, of course, that the fluctuations would have been even greater in the absence of the "price defense measures").

Since the end of World War II, the coffee problem has undergone a subtle and vitally important change. Protection and stabilization of the coffee farmer's income is still a fundamental objective; but half a dozen years of favorable world prices have enabled governments to syphon off considerable revenue and foreign exchange to finance industrialization and other economic development programs. A severe fall in export prices would affect the income of farmers; but the first and greatest casualty would be the public bodies of more than a dozen countries.

Various techniques are used to implement the double objectives of present-day coffee programs. In Brazil control is exercised through variations in exchange rates of the foreign currency received from the sale of coffee, which must be surrendered; in some countries fixed prices to farmers are set substantially lower than world market prices; in other countries, various combinations of these and other techniques, including export taxes are employed. The relative share of the income from coffee exports allocated to the grower and to the public authorities also varies from country to country. In only a few countries have farmers received substantially the whole price obtained in world markets; in some territories, farmers have received, in national currency, about half of the income they would have obtained had they been free to dispose of their coffee, and foreign exchange, on the market.

Nevertheless, new planting has been stimulated, and in some countries very considerably so. Although the oft-forecast collapse of the world coffee market has not taken place, governments of exporting countries have become increasingly concerned about the outlook. The disturbing effects on national economies of a great decline in prices or of severe fluctuations would be very grave for many, involving far-reaching changes in national social programs, severe import reductions, curtailment of development projects, unemployment and political unrest.

Concern about the future finds expression in various forms. Some governments have begun to seek ways to stabilize world prices 'at levels equitable to both producers and consumers' by means of a contractual international commodity agreement. Other governments

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advances in coffee production technology

By PIERRE G. SYLVAIN, Coffee and Cacao Field Services
Instituto Interamericano de Ciencias Agrícolas
Turrialba, Costa Rica

From reports received from members of French trade expedition who visited Yemen at the beginning of the 18th century, Jean de la Roque has left us a good description of the methods used at the time by the industrious Arab farmers for the growing of coffee. It is somewhat disappointing to have to confess that after more than 200 years and the advent of the industrial revolution and the atomic age, the great majority of the coffee growers have not brought improvement to the methods used at the time of de la Roque's writing. However, in most countries some individual producers are very alert to new developments and are thus able to obtain yields many times higher than the average prevailing in their area. It is the work of these producers, generally based upon findings of experimental stations, which justifies the title of this article and gives us a greater optimism for the future of the coffee industry.

In a competitive economy like ours, efforts have to be continuously made to reduce costs of production in terms of materials, land occupied and man-days, if we wish to maintain a crop in a good position in the world market. Some of the most outstanding developments in the production of coffee which should affect these costs will be shortly discussed.

Although organic and chemical fertilizers have been used on coffee farms for a number of years, interest in the possible effects of minor elements upon growth and production has arisen only recently. Using methods of culture solutions, Brazilian and Dutch workers illustrated some visible symptoms which occurred when one or the other of the elements was lacking in the nutrient medium.

A few years ago, several growth abnormalities, accompanied in some cases by an alarming decrease in yield, were noticed in a series of coffee plantations of Costa Rica. Work done at the Inter-American Institute of Agricultural Sciences and at the local Ministry of Agriculture revealed the existence of mineral nutrition disorders. A series of experiments carried out by the Ministry showed that trees could be materially improved by the application of boron, zinc, magnesium, manganese and lime, according to the

areas. The results were especially striking in the case of boron, where the use of this element almost trebled the yield of a plantation.

Careful studies made recently, using the method of leaf analysis, enable us to diagnose some of the most common mineral deficiencies and to make practical recommendations to growers. Costa Rica has thus become the first country where use of minor elements has become common practice among the most enlightened producers in the growing of coffee.

Undoubtedly similar deficiencies occur in other countries. In an experiment carried out last year in Brazil by the IBEC (International Basic Economic Corp.) Research Institute, it was found that the application of various metal chelates (copper, iron, manganese and zinc salts of ethylene-diamine tetraacetic acid) on young plants of three different varieties gave a large yield gain over the untreated controls. Based upon the one year data available, the chelate plots gave approximately two and half times as much coffee as the untreated plots. The yield increases more than paid for the cost of the chemicals.

Irrigation has been used in Yemen for centuries in the production of coffee. However, the practice does not seem to have been generalized outside this area. In recent years, several stations located in the drier part of the coffee belt have published data on the benefits of water application to this crop. In Tanganyika, yield increases averaging 20% were recorded over seven years, while at the Experiment Station of Ribeirão Preto, in Brazil, the average yield was more than doubled during a similar period. Furthermore, the percentage of commercial beans obtained from the berries was increased 17%, according to determinations made during two years. At Kabeta, Kenya, a continual supply of available soil moisture increased the crop from a mean yield of 3½ hundred-weight of clean coffee to 11 hundred-weights over eight years.

Experiments carried out by the IBEC Research Institute, also in Brazil, revealed that over a three year period the increased coffee yield paid for the entire cost of the irrigation equipment and operating expenses and, in addition, gave a net profit of approximately 12,500 Cruzeiros per tree (at the time U. S. \$60.00 per acre).

Even more impressive results were obtained on a farm in Kenya, where on a 23-acre basis the whole cost of irrigation equipment was covered in one year, leaving in addition a substantial net gain.

(Continued on page 172)



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an international agreement for coffee growers

By JOSE LARIVOIR ESTEVES, President
Centro do Comercio de Cafe do Rio de Janeiro

Nobody can deny that the stability factor is one of the main means of stimulating the international coffee trade, through the guaranty it brings to importers and processors of this commodity that their business will develop on a safe basis not subject to violent oscillations, which always prove detrimental.

Coffee, on account of the high price it has been attaining lately, has attracted the attention and awakened unusual interest among all coffee growers in the producing countries, whose governments stimulate new plantations on account of the big amount of foreign exchange it represents for their exchange budgets—their exports. The interest in its production is such that, in a few years, continents such as Africa and countries such as Mexico, which practically did not count as growers, now are appearing as big competitors in the international market, with substantial exports. What can thus be foreseen is that, should present conditions continue, production will no doubt be increasing.

It will then be necessary that consumption should also increase in proportion to production, so that, production and consumption being balanced, a coffee stability would be achieved in the international market, a thing desired by all concerned.

It happens, however, that experience has shown us that consumption not always can keep up with the production rhythm, in as far as increases go.

Hence with imbalance between demand and supply, and the lack of stability, such as is evident in the coffee market.

Coffee production is quite variable from year to year, its increase or decrease depending on various factors.

From among the main factors, we shall mention volume of rainfall and changes in temperature as the biggest ones. Thus, for instance, when there is a lack of rain while the fruit is growing in the month of January, the crop will suffer. Whenever it rains too much in the harvest months—May and June—the crop is reduced and the quality is worse. When cold is excessive and accompanied by frost during the blooming season, there is no production. When there are frosts, even after the harvest, the coffee trees lose their leaves, become weak and cannot hold the load of the fruits, which drop and are lost before reaching their normal development, bringing about a reduction and perhaps a total absence of the crop.

There is still another fact that characterizes the coffee crops, and it is that when there is a very large crop in one year, in the following year the crop will generally be small.

Coffee growing is what we call a perennial planting; that is, it lasts many years. There are some climates where

a coffee tree will last 80 to 100 years, and there are other trees which will not live over 18 or 20 years.

It is, therefore, a branch of agriculture requiring permanent harvesting; that is, it cannot do without harvesting every year. Just the opposite is the case in connection with other crops, such as corn, wheat, etc., which produce if sown yearly.

This means that in order to reduce the production of corn or wheat, it will be enough just now to sow it. Such is not the case with coffee. Five years after being planted, it will produce forever, and will just depend on harvesting in order to become a marketable product.

Therefore, the control of this production becomes difficult, if not impossible, so long as the control is subject to unilateral rules and regulations dictated by only one or a few coffee producing countries.

But since coffee is a product which offers the conditions necessary to the international trade of a large number of countries, particularly in Latin America, it is right that all possible means should be used in order to maintain production, that is, to keep it profitable, so that the coffee producing countries will continue supplying the world.

The most frequently mentioned way of assuring a lasting stability, so useful to coffee growers and consumers, is no doubt an agreement between all coffee growers, establishing standards that will regulate, with safety and without abuse, the international trade of this product, all sharing in the burden proportionately. The agreement should give ample assurances to the effect that such an international market supply of the grades called for by consumption; in fact, assurances to the effect that such an international market

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From Santos to the U. S. trade

"The Associação Comercial de Santos, acting as the authorized spokesman for the largest coffee exporting port in the world, could not afford to let this occasion pass without expressing its warmest hopes for the success of the forthcoming convention of the National Coffee Association of the United States of America.

"We understand that in the coffee business it is necessary always to maintain the best relations between Brazil, the largest producer, and the United States, the largest consumer. Such an understanding will no doubt be highly beneficial to the two great countries and will contribute to the friendly relations which constitute the basis of Pan-Americanism."

Geraldo G. de Mello Peixoto
President, Associação Comercial de Santos

★ A Coffee Convention "Fact-Reference" Feature: Brazil

mild coffee from Brazil?



By KENNETH H. FAIRCHILD, Fairchild & Bolte
New York City

We have recently heard a great deal of talk of Brazil improving her quality to the extent of producing a mild type of coffee. Certainly this is commendable, but if this were possible, what would the roaster use to take the place of Bourbon Santos? He could not use Centrals or

Africans, and in consequence the product would, we believe be too costly and honestly not as good as present-day blends using a Santos as the prime basis.

We have seen and sold washed Santos in the past, but our experience has been that washing Brazils is a waste of time and in fact, rather than improving the product, actually takes something away and instead of a Santos Bourbon flavor, we have a nice cup of hot water.

Central and Colombians have an entirely different climate, in which frosts or continuous rains are very rare. They are grown at higher altitudes near the equator, on small plantations, and actually have almost individual bean for bean care.

The nearest approach to these conditions are in South Minas in the state of Minas Geraes, Brazil, with the maximum production of 2,500,000 bags. From this, you would still have low grades, so that if you could get perhaps 1,000,000 bags of fine quality, it would be tops. If these are fine quality and not mixed with West Minas, which is the custom today, why wash them and lose some, if not all, of their virgin quality?

We can recall back in 1938 we received thousands of bags of such virgin coffees with such success that it was a case of choosing the buyer rather than finding a buyer. The success of this business was perfectly simple; There was no making of pilhas, except for rebagging; there was no mixing with other "similar" coffees.

Possibly under today's poor crop, it would be difficult

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Brazil's exchange ... and economic



rates consequences

By ALCEU MARTINS PARREIRA, Santos
Brazil

Some of the most adverse factors in the last three years affecting the stability of coffee prices have been the successive changes in the rates for the Brazilian coffee-dollar.

After the derogation, in the second half of 1953, of the law which had been voted by Congress to prevent alterations in the official rates for the export of the leading Brazilian commodities, the exchange rates for coffee shipments fell under the exclusive direction of the executive power, through the Superintendency of Currency and Credit (known as the SUMOC), or more directly of the Minister of Finance.

This dependence on the will of a sole superior authority, has been the cause of surprises and losses resulting from unexpected turns, some of them after specific disclaimers, such as that which occurred in August, 1954. From that time, the changes in that key ministry, under the sway of political fluctuations, have kept this international trade under continual uncertainty, though the government attempted to restore confidence by stating the exchange guarantees of February 5th, 1955.

A ministerial change on April 13th, 1955, pointed to a reform of exchange practices, such as had always been advocated by the new Minister, Dr. José Maria Whitaker. In at once eliminating the exchange guarantee, he seemed to have prepared for the reform, but in the end he was unable to carry out his plan and resigned his post.

But those six months during which Minister Whitaker studied his exchange reform did not favor a growth of confidence among importers, and consequently purchases started falling, until the frost of 1955 altered the bearish trend in both domestic and foreign markets, creating a situation beneficial to Brazilian exports, bolstered also by the drop in the yield of mild growths.

After the inauguration of President Juscelino Kubitschek, the appointment of the present Minister of Finance, Dr. José Maria Alkmin, aroused great interest in the policies to be followed, especially in exchange matters, in view of the aggravation of the inflationary tendencies following on the wage increases to the military and to civil servants, with their heavy effects on the Federal budget. Having already occupied the position of secretary of finance in the important State of Minas Gerais, Dr. Alkmin was well known, above all as a shrewd politician, endowed with a keen intelligence, and also as an

unconditional friend and supporter of President Kubitschek.

His first statements on policy indicated that any exchange reform could only be carried out after the inflation had been put under control, and that this was a problem that the government was going to attack with all the resources at its disposal.

However, the circumstance mentioned, that the exchange rate hangs on a single organ of the executive power, has attracted to this problem political overtones, and this to a certain extent has emboldened the present campaign for reform on the part of growers, especially after the rains this year produced the heavy losses in harvesting.

At the same time, some new confidence is being felt in the favorable results to be expected from the policy of Minister Alkmin, of preparing better days for the general economic situation of the country, even though he will have to resist constant pressure for changes in coffee rates. The contribution from this source, following higher exports at reasonable dollar values, has been the leading factor in the start toward a restored trade balance for this country. The Minister feels that a change in coffee-dollar rates would affect the fight against inflation, not only because of the probable rise in cruzeiro prices, but also because of the accompanying fall in dollar values.

The most important sign to encourage this confidence is the quotation of the dollar in the free exchange. From 82 cruzeiros to the dollar in May, the rate at the beginning of October dropped to 68 cruzeiros. Considering the enormous interest that Brazil is arousing among investors of many countries, this improvement in the cruzeiro may bring a greater flow of incoming capital, and this in turn might become a most important factor in the stability, if not the firmness, of Brazilian currency.

Notwithstanding the difficulties which still face the government administration, the possibilities of this country are great. So much so that we may close this modest contribution to the special edition of COFFEE & TEA INDUSTRIES for the coming convention of the National Coffee Association at Boca Raton with a message of greetings to participants that we feel will be no exaggeration. We point with optimism to the economic position of Brazil, now entering a new phase of industrial expansion.

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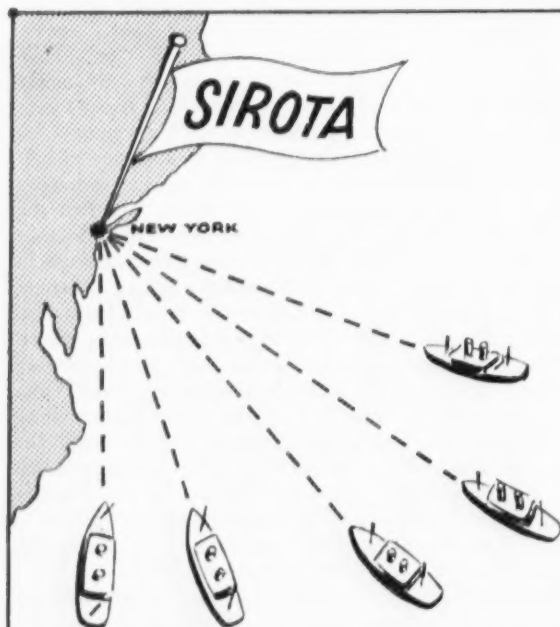
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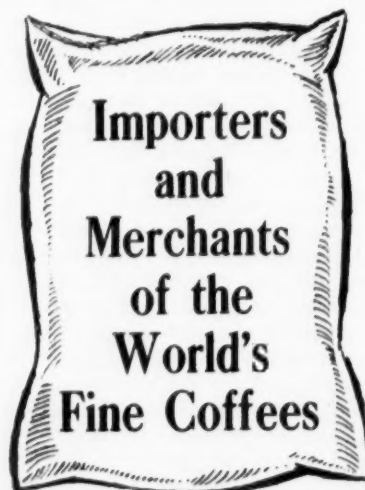
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coffee's most dynamic period



By MANUEL MEJIA, General Manager
National Federation of Coffee Growers of Colombia

Events and actions within the international structure of the world coffee industry during the past year provide further evidence to what many coffee men now accept as a reality. That is, the coffee industry, not only the U. S. industry, but coffee throughout the entire commercial world, has entered what well might be its most dynamic period.

There is healthy life and stability within the coffee business today. Each component of the industry seems to be solving its problems in a forthright manner which favorably affects each and every branch of the total industry. This cooperative spirit is reflected in greater understanding and sympathy between producers and processors. Consumers profit from this state of affairs by finding it possible to buy fairly priced coffee of good quality in whatever quantities they want.

This is a welcome change. Each branch of the industry has progressed greatly beyond what was considered normal for coffee ten or 15 years ago. Prices were low to the growers and low to the processors and profit margins were thin for the farmer and thinner for the processor. Production was on a near minimum basis throughout the world, and consumers, seemingly content to take their cue from the half-hearted efforts of the growers and the trade, did not seem to care if they drank very much more or very much less coffee than they had drunk previously.

But the past ten years have been an era of total change. The industry as a whole has, in effect, recreated itself in a more vigorous and more dynamic character. No one aspect of the industry can claim total credit for this remarkable transformation. Like the sources of most natural elements, the source of the coffee industry's new personality is inextricably interwoven in a vast and complex area of everchanging commercial practices and habits.

Out of this great tradition has come what I call the new coffee industry. In the producing countries, the growers and their governments and associations are leading concerted drives towards more productive and more advanced growing techniques. The daily lives of the farmer and his family are now of great national concern, and education, health services, buying cooperatives, housing fa-

cilities and a host of other social services are being incorporated into long range programs which have as their objective a better life for the people who work the land. Great results from these plans are already evident in larger coffee crops with quality as an equal criteria with quantity.

The processing and merchandising of coffee in most of the world's consuming centers likewise exhibits a noteworthy, reinvigorated spirit. Coffee, which has been the favorite beverage of U. S. consumers for over a century seems destined to become even more widely used by the people at large. This has been accomplished, I think, in the great part by the united efforts of the U. S. trade and the Latin American producing countries, through their organization, the Pan-American Coffee Bureau.

Ever since the Pan-American Coffee Bureau was founded at the Bogotá conference in 1936 and began to function in New York in January, 1937, as a promotion tool of the united coffee men of 11 Latin American countries, it has served to spearhead the drive towards establishing coffee as the favorite beverage. The Bureau's 20th Anniversary, which will be celebrated throughout 1957, is truly a distinguished event. Never before in history have 11 countries combined their energies in a commercial project of similar magnitude. The sound accomplishments of the Bureau throughout two decades give solid promise of even greater achievement in our developing and changing future.

The Federation is extremely proud to have been one of the original members of the Bureau. We consider that our formidable economic contribution to the Bureau through the years has been money very well spent. By the same token, the Federation stands ready to support in every way all efforts to broaden the market for coffee and raise the levels of consumption in the major coffee drinking countries.

The changes in industry traditions and practices, which have resulted in the emergence of the "new" coffee industry, have been extremely beneficial. The producers and processors are enjoying the benefits of a developing and expanding industry while consumers also enjoy the

(Continued on page 157)

coffee — and Colombia's economy

By RALPH P. BALZAC, Balzac Bros. & Company, Inc.

For the coffee year 1955-56, Colombian coffee exports were recorded as 6,242,000 bags, with a value of \$508,000,000. It is common knowledge that a few hundred thousand bags came out unrecorded. Such coffees apparently are not registered for export, and in that manner the dollar proceeds are drawn in the open or street exchange, where sellers of them have lately been able to cash in apparently at as much as twice as many pesos per dollar as at the official pegged exchange. The only rate permitted for licensed, legitimate coffee exports is 2.50 to the dollar, while the open rate is 5 pesos to the dollar.

Adding to the official exports the coffees that come out as "contraband," and local consumption, estimated at around 700,000 bags, it is possible to figure that the total of available coffee in Colombia for the year reached the very handsome quantity of over 7,000,000 bags. However, the Federation and other authorities have pointed out that these totals did not represent actual production, inasmuch as a considerable part came out of back holdings from previous crops, which were liquidated during this very propitious coffee year for mild coffees particularly.

Many financiers and economists in Colombia have been at a loss to understand the paradox that with such a good quantity of export coffee, and at relatively good prices, the Colombian peso has suffered from repeated and progressive weakness. In the course of the past two years, the street quotation of the peso in dollars has had fluctuations which had no precedent in the present century. After being quoted at about 33 American cents for a time, with only small changes up and down, it had the ephemeral improvement to 50¢, when green coffee prices were pointing to a dollar a pound, only to start soon after on its plunge to 25¢, and more recently to 20¢ and less.

Some of the explanation for this phenomenon of peso depreciation, with such a good dollar income, may be found in the fact that besides heavy imports of consumer goods, keeping pace with a rising standard of living, imports of capital goods for industrial development have also been accelerated.

As in other countries, the authorities have been battling against inflation and the high cost of living, while trying at the same time to keep the nation in a constantly booming economy. With able governing brains and a very industrious people, Colombia can be counted upon in time to round the corner and resume the progressive development on all fronts which has characterized the history of that republic in the present century.

The matter of the dollar equivalent to the local currency in Colombia, as in Brazil, to a certain extent is bound to

have important bearings on the dollar price for coffee in the future. At all events, so long as there are such differences between official and open rates, exchange rumors are going to play an important part in market fluctuations.

Of course, in an economic world of such complexity as we have today, coffee prices could be influenced by any number of factors.

However, supply and demand, i.e., production and consumption, always in the long run play the dominant role. On that score one may point out that, after last year's frost in Brazil, the estimates for this coffee year no longer forecast the overwhelming world total that had previously been feared. At the same time, the recovery and the progressive growth of world consumption is most remarkable.

There is also the question of premiums on coffees of top qualities and how wide these may be in the months to come. The option market would seem to indicate that traders in futures look for the differences to narrow at least against what they have been recently, but that they may continue quite wide by former standards.

That difference depends also on the course of world economic conditions. In our own country, one outstanding tendency remarked by retailers has been what they call "trading-up" by the American housewife; that is, the drive by consumers for better quality and consequently higher priced merchandise. That is part of the rising standard of living of the population as a whole. Although at various degrees of pace, such developments seem to be worldwide, and in fact nursed and stimulated to a large extent by our own economy.

Coffee usage is growing more and more all over the world. In the United States, the Census Bureau estimates the population now as about 168,638,000. And our coffee drinking population is increasing, thanks in great part to better publicity in recent years.

Under such conditions and prospects, Colombia is fortunate in growing a crop of about 7,000,000 bags (over 6,000,000 for export) consisting of coffees that rank, all of them, among the highest qualities grown anywhere.

We also believe that Colombia starts the coffee year with about as low a carryover from past crops as she has had in quite a few past seasons.

Coffee production steady in Rio Muni

Total coffee production for Rio Muni, Spanish Guinea, in 1955-56 was 50,000 bags, compared with 52,818 bags in 1954-55.

the outlook for Honduras coffees

By DAVID A. KATTAN

As the year 1956 began, the U. S. market outlook for Honduras coffees seemed very good, in spite of the fact that low grade Paranas were being offered at lower prices than Honduras unwashed coffees. It was a rather unusual situation for Honduras unwashed coffees to be selling above some of the better Parana coffees.

As the general price level rose in the U. S. in the first two months of 1956, Honduras unwashed coffees were sold as high as 58¢ a pound, practically on a par with Santos 4's. However, when late rains in Honduras caused heavy fermentation in the crop being prepared at the time, most U. S. buyers began to shy away from the unwashed Honduras coffees, figuring that it was best to buy fermented Cubans at 4¢ to 8¢ per pound cheaper.

While the washed Honduras were generally of excellent quality, they did not sell so well in competition with extremely cheap Cuban and Santo Domingos, even though they were far superior to those two growths.

With the price level for Honduras unwashed coffees down over 15¢ a pound from the high of early 1956, Honduras shippers turned to Europe to save them from heavy losses.

By late March, the tide had turned, and Honduras coffees commenced to sell in Europe in good quantity. Soon European buyers discovered that Honduras washed and unwashed coffees were highly prized in some markets.

Thousands of bags of coffee moved to Europe from Honduras ports in April and May.

By the end of June, a heavy quantity of Honduras coffees had been exported, and it became a question of meeting the demand, rather than finding purchasers.

With the disturbed political situation in Honduras, most farmers and interior merchants preferred to hold their coffees during July and August. Others were counting on a general rise in price for Honduras coffees within the country, by November. (During the latter part of 1955, Honduras unwashed coffees rose 8¢ a pound within Honduras.)

At present, there is very little coffee left in Honduras, and with the continued heavy demand from Europe, practically none will be left by the time the new crop begins in early January.

It had been expected, early this year, that Honduras would have been forced to import coffees by September or October of 1956, because of the anticipated depletion of her stocks at that time. However, all such predictions went by the wayside when the late rains in January and February, 1956, caused heavy fermentation in the unwashed coffees. Most U. S. buyers refused to purchase the fermented coffees at prices that were much higher than the fermented Cubans. Fortunately for Honduras shippers, European importers rescued them from the heavy losses that were foreseen then.

The prospects for 1957 seem much brighter than most Honduras farmers, shippers and government officials expect, as now the European market is fully developed, and thus a new avenue of sales has been established.

The Honduras unwashed, as well as the washed coffees, are very much in demand throughout the Continent. While the washed coffees may meet with some resistance, the demand for the unwashed varieties is expected to continue unabated because of the fact that both Cuba and Ecuador are washing most of their coffees this year.

Furthermore, with the heavy European and U. S. demand for the lower priced unwashed types of coffees, most of the Cuban and Ecuador unwashed coffees will be practically cleaned out by the time the new Honduras crop begins in January.

Thus, Honduras unwashed coffees should find an excellent market in Europe with very little competition, except from African and from Brazil. However, European importers and roasters prefer the very large and beautifully prepared Honduras bean over the African Robusta or the Brazilian small bean coffees.

Insofar as the U. S. market is concerned, Honduras unwashed coffees will have no trouble selling in 1957 because of the anticipated shortage of unwashed Ecuador and Cuban coffees by January or February. Washed Honduras coffees are not going to sell very much in the American market if Santa Domingo, Cuba, and Ecuador continue to offer their washed coffees at very low prices.

Because of the large differential in price between the washed and the unwashed varieties, Honduras will probably wash a greater percentage of her coffees this year. This, in turn, will aid in maintaining stability in the unwashed prices, barring any large general market break.

The smaller Parana crop just harvested and the anticipated shortage of good Santos coffees should be a stabilizing influence on the overall coffee market. It is ex-

(Continued on page 118)



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Nicaragua's coffee problems

By JULIAN BENDANA, President
Sociedad Cooperativa Anonima
de Cafeteros de Nicaragua

Since the coffee industry constitutes the backbone for the economy of 16 countries of our hemisphere, a theme for COFFEE & TEA INDUSTRIES about the present and the future of our coffee has to be approached with facts, not with speculations.

I have always believed that the annual conventions held by the National Coffee Association of the U.S. should be considered an event of utmost importance, not only for the industry men in the United States, but also for the producing countries, which are concerned with the results of such conventions.

It is logical to expect that such an event must serve as a great meeting ground, where the various and diversified angles of the problems faced by the coffee growers of the Americas should be recognized and solved, if possible.

Specifically, as far as our local development in Nicaragua is concerned, one year is enough to put up landmarks either of depression or hope for a good many coffee planters in our country. We must confess that in the 12 months since the last meeting of the American coffee industry, nothing of importance has taken place other than a steady desire to improve our cultivating and milling processes so that the prestige enjoyed by our golden beans in the markets abroad can be maintained in the future.

While dealing with these problems of our industry, it is opportune to state that a problem has at all times burdened the minds of the Nicaraguan coffee growers. In spite of all the proofs rendered in the various technical testing conferences, in which our superior qualities came out victorious, Nicaraguan soft coffee continues to suffer a discrimination of from \$2 to \$3, in comparison with the beans of the other Central American countries.

It is true that we have been unable to establish a well organized advertising program which can make valid the excellent quality of our coffee in the United States, but it is only just to expect that the good quality should not be affected by the efficiency or the deficiency of such an advertising program.

The Nicaraguan coffee grower nevertheless keeps his enthusiasm at a high level, inasmuch as prices, averaging

between \$60 and \$65, reward the efforts of our coffee growers in moderate form.

It has been repeatedly stated, and it was emphasized more than once by a well known American politician, that the dollar invested by the United States in Latin America to buy coffee is returned to North America as imports of U. S. goods by our countries. As can be seen, a price reduction on our product will directly affect the living standards of a large portion of the American population.

As to specific information about the progress of the coffee industry in Nicaragua, we must say through COFFEE & TEA INDUSTRIES that the Nicaraguan grower has never expected a price scale inconsistent with the capacity of the North American housewife, who has become the most important factor in maintaining the equilibrium of our foreign market. What we long for is a reasonable price which would pay fairly for the work of both the growers and the Nicaraguan laborer, whose work in the multiple phases of cultivating and milling coffee is hardly conceivable in a country such as the United States, where mechanization simplifies human work. If our peons in Nicaraguan agriculture were as well paid as the laborers in the United States, our product would sell for a price four or five times higher than at present.

The American coffee drinker takes into consideration only the price of, say, \$1.10 that he has to pay for every pound of coffee, and he forgets that this pound of coffee represents 40 cups at an approximate price of pennies per cup, less than the price of most other popular beverages in that country. In addition to this, let us not ignore the fact that the nourishing properties that the scientists have lately discovered in the coffee are very hard to find in other beverages.

We cannot say that we have a perfect mechanism, either private or governmental, to help in stabilizing prices in any critical coffee situation, but we must report that the institutions handling credit allowances for our coffee growers have given timely assistance as far as economic capacity permitted. This held particularly true in our crisis last year, when we lost 30% of the exportable production of our main dollar-producing item.

Sierra Leone coffee quality to improve

The quality of coffee exports from Sierra Leone should be greatly improved beginning with the 1956-57 crop, as it is now unlawful there to export coffee of inferior grades.



★ A Coffee Convention "Fact-Reference" Feature: Cuba

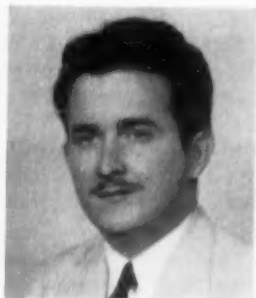
coffee, currency of the Americas

By DR. CLAUDIO F. BENEDI, General Secretary
National Coffee Growers Association of Cuba

In this decisive period of the economy of the world, especially of the Western Hemisphere, leading towards a reorganization that satisfies the actual needs of men and nations, with regulations permitting the proper development of the democratic principles and social justice, the coffee problem acquires relevant importance.

The economy as planned and guided by the government of each state, to better achieve the aims of economic development and social welfare, imposes on us, without suppression of free enterprise, the necessity of planning the coffee economy in the world, and more specifically in America.

Coffee is, in a symbolic way, the currency of the



Americas. Of total purchases made by the United States from the other American countries, sometimes more than 50% have been coffee. Of the 21 American nations, 16 grow coffee, and almost seven, that is, 33%, have coffee as their main export. This is why the ups and downs of this product, basic to Latin America, have such a deep and direct repercussion in the peace, development and welfare of many American nations.

Confronted by the controlled economy of the totalitarian nations, we have to build an economy tending more and more each day to safeguard and foster the interests of our society and defend man as human factor in relation to capital.

A coffee economy, within these boundaries, requires the intelligent and efficient cooperation of the governments of the producing and consuming countries to adjust that economy on a mutually satisfactory basis that would permit a normal supply at remunerative prices for the producer which would also be reasonable for the

(Continued on page 118)



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Cuba as a coffee exporter

By DR. GUILLERMO RUBIERA, Instituto Cubano de Estabilizacion del Cafe

The prevailing lack of knowledge as to how coffee production has evolved on our Continent has led quite a few people to understand, obviously in error, that Cuba holds an insignificant place within the group of coffee producing countries. Without a doubt, these people do not know that in the FEDECAME area only Mexico, Salvador, Guatemala and Venezuela have a larger yearly crop.

The bean has been cultivated on our island for over 200 years, to the extent that at the end of the first third of the 19th century, our exports to both Europe and the United States amounted to about 650,000 quintals per year. French colonists who were compelled to leave Haiti when that country became independent settled in Oriente Province, which up to then had been wild, and created magnificent coffee plantations, giving birth to a new and important source of wealth, destined to give a strong impulse to the economic growth of the colony.

However, religious prejudices which forced many of the newly arrived French colonists to emigrate to Louisiana, and foolish protectionist policies in favor of Spanish flours, which put an end to free commerce with the United States, brought crashing down to earth all the efforts made up to that time, and deprived coffee cultivation of all incentives for the Cuban farmer.

When Spanish domination ended, the wars of emancipation had utterly destroyed the coffee fields, and several decades passed before it was possible to recover them. However, since the beginning of the 1930's, Cuba has been producing not only the coffee necessary to supply her domestic market, but also to export her surplus.

After the difficulties created by the low prices of sugar were overcome, the country regained its economic prosperity, and kindled by same, coffee consumption increased considerably during the years of World War II. From 4,000,000 lbs. required in 1939, in 1947 and 1948 a monthly average of about 7,500,000 lbs. was attained.

As this coincided with considerable reduction in production, starting in 1945 the government was forced to order that all of the yearly crop should be used for domestic consumption.

For the next ten years, Cuba remained aloof from foreign markets, until March, 1955, when she again joined the coffee

exporting trade. Since then, and until December 31st, 1955, sales were made to foreign countries for a total of 74,634 60-kilo bags, of which 62,296 were sent to the U. S. markets and the rest to Europe. So far in 1956—up to October 15th—exports amount to about 395,000 quintals, which is the equivalent of some 300,000 60-kilo bags.

These details make it evident that Cuba has attained an unsuspected rank as exporter, and the excellent quality of her coffee—above all, its aroma, body and flavor—have not taken long to make it sought after abroad, the same as Cuban sugar, tobacco and rum have been for so many years.

Were I to write with complete candor, I would have to admit that in one and another of the various international coffee meetings I have attended during the last two years, representing Cuban interests, I had to listen to more than one opinion that the only coffee that Cuba has available is that originating from the surplus she gained as a result of the record 1955-56 crop, which amounted to 1,181,695.73 quintals. Such assertions, however, are completely incorrect, as can be fully proved by the fact that during the 1955-56 coffee year, 413,593.50 quintals were allotted for export, whereas during the current 1956-57 year, exportable production is estimated at 427,000 quintals.

We can add to this that our coffee growers have been improving their cultivation methods—as a result of the technical air program developed by the government and the Cuban Institute for Coffee Stabilization—and that they are securing today a better yield per acre and per plant. The keen desire to increase the production of washed coffee is such that from 255,000 quintals gathered in 1955-56, this year's total is expected to grow to over 400,000 quintals and in 1957-58 to not less than 600,000. It is not risky to forecast not only that our yearly production will in the future pass the million quintals mark, but also that exportable production will not be less than 500,000 quintals, that is, about 350,000 bags.

In the meantime, the efforts of the Institute and the other coffee organizations, including the Banco Cubano del Comercio Exterior, the coffee growers themselves, and their National Association of Coffee Growers, and private exporters, have allowed Cuban coffee to be placed in more than 25 different countries of North America and Europe, as well as Asia and Africa.

Coffee output in Spanish Guinea

Production of coffee in Spanish Guinea will not expand much. It will probably remain between 50,000 to 66,700 bags for the next few years.



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better coffees from Ruanda-Urundi

By MARC VAN DE STEENE, Chief of Staff
Coffee Control Department
OCIRU

Since growing of Arabica coffee by the natives of Ruanda-Urundi became the industrial proposition which brings the country over 61% of its foreign-exchange revenues and 87% of the natives' income, thus becoming the backbone of the region's agricultural economy, the government, the OCIRU and the INEAC have, in the course of these last years, paid more and more attention to the problems inherent to the growing, processing and trade in this product.

In the domain of coffee growing, the Agricultural Service, advised by the coffee experts of the INEAC (Agricultural Research Institute), and with the technical assistance of the OCIRU's agronomists, has very large areas using the regrouping method on alternate strips of coffee and mulch. Selected seeds were used, taken from mother plants known for productiveness and resistance to diseases and insects.

In mountainous and broken country like Ruanda-Urundi, this regrouping offers the advantage of facilitating cultivation and of increasing the effectiveness of the massive insect-elimination campaigns that must be undertaken twice a year in order to combat the natural scourges of the plantations, *Antestiopsis* and *Habrochila*.

Yield doubled

Strict adherence on the part of the native planters to the advice given by the numerous European experts covering the country has made it possible to lift substantially the yield of the plantations. From an average yield of 300 to 400 kilograms per hectare obtained in the postwar period, the yield has been increased to 700 to 800, and all the indications are that it can be raised further with the use of mineral fertilizers, on which preliminary studies are to be made shortly by the OCIRU.

If the authorities are striving hard to improve coffee production on the native plantations, the OCIRU on the other hand is concentrating on improving the quality of the coffee grown by the natives.

Intrinsically, the coffee grown in Ruanda-Urundi is of excellent quality, thanks to the elevation at which it is grown (1,500-2,000 meters), to the composition of the soil, and to favorable climatic conditions.

Unfortunately, the native grower all too often neglects to give the most elementary care to the preparation and preservation of his coffee, offering a product of inferior quality on the market. In order to correct this situation, the OCIRU has set up a special service for agricultural propaganda and assistance. Its agronomists assigned to this service cover the native settlements, from hill to hill, giving

advice and assistance to the growers. They have been told to insist particularly on the picking of ripe berries, on efficient preparation by mechanical pulping and drying on screens.

In order to expedite the drying process and to prevent the coffee in parchment from being soiled by direct contact with the oil while drying, the OCIRU has supplied every grower free of charge with two screens, each measuring one square meter on which the coffee in parchment can be dried without risk of soiling and acquiring foreign odors.

In addition to the measures taken among the natives, the government and the OCIRU have issued a number of laws aiming to safeguard the quality of the coffee. Thus, for instance, it is forbidden to sell or buy parchment coffee containing more than 15% moisture. Other measures include the imposing of a system of purchasing licenses for retail dealers; and in the export field, barring the export of moldy or damaged lots.

The laws governing the export of the coffees, and applied by the OCIRU since 1947, have been tightened and better adapted to the requirements of our principal market, the U. S. A., as a result of a study trip which the OCIRU's chief control officer made to that country in 1954. This direct contact between the OCIRU official and the roasters has led to a better comprehension of the problems and requirements of the U. S. market, and to a change in the method of typing used formerly, in the light of the findings made on the said study trip.

Although the OCIRU types had a good reputation among the U. S. roasters even before the writer's trip, important changes in the grading methods were recommended and introduced, beginning with the 1955 season. These changes were primarily based on emphasis on "taste," and the dropping of the count of defects.

Present types

The types as presently established meet the requirements of the leading markets.

OCIRU 1, free of defects, full-bodied and calibrated, is a fine coffee that sells readily on the Continent. OCIRU 2, the basic type, already has won a reputation. As for type 3A, it is still in favor among those buyers who seek a coffee that is sound but lacks the delicacy and other characteristics of OCIRU 2. Type 3B, of minor importance, encompasses all the coffees possessing a serious taste flaw. These coffees often must be sold on a sample. There are, in addition, two

(Continued on page 120)

Brazil's exchange rates

(Continued from page 107)

This development, together with a sensible exploitation of the potential wealth of the nation, should provide our domestic markets with possibilities of progress, in keeping with the population growth. These points should be viewed as fundamental factors, which, offsetting current difficulties, cannot be overlooked in considering the future of the economy and consequently the currency of Brazil.

the outlook for Honduras coffees

(Continued from page 111)

pected that all washed coffees will be in demand when the shortage of good quality Brazil coffee begins to manifest itself in the spring.

Even though the new crop is expected to be slightly larger than the past crop, it is estimated that all of it will be sold out by July, 1957, at the latest. Insofar as the unwashed coffees are concerned, the question will be meeting the demand, rather than where to sell it.

Once more this writer predicts that Honduras will have to import coffee late in 1957, even if its crop is damaged by rains, for Europe will continue to take on large amounts of Honduras coffees because buyers there prefer the large, bold Honduras beans. It seems that in

many parts of Europe, coffee is purchased on looks only, rather than on cup quality.

Honduras can look forward to 1957 with full confidence that it will be able to market all of her coffees at excellent prices and without too much effort on the part of its shippers.

Coffee, currency of the Americas

(Continued from page 114)

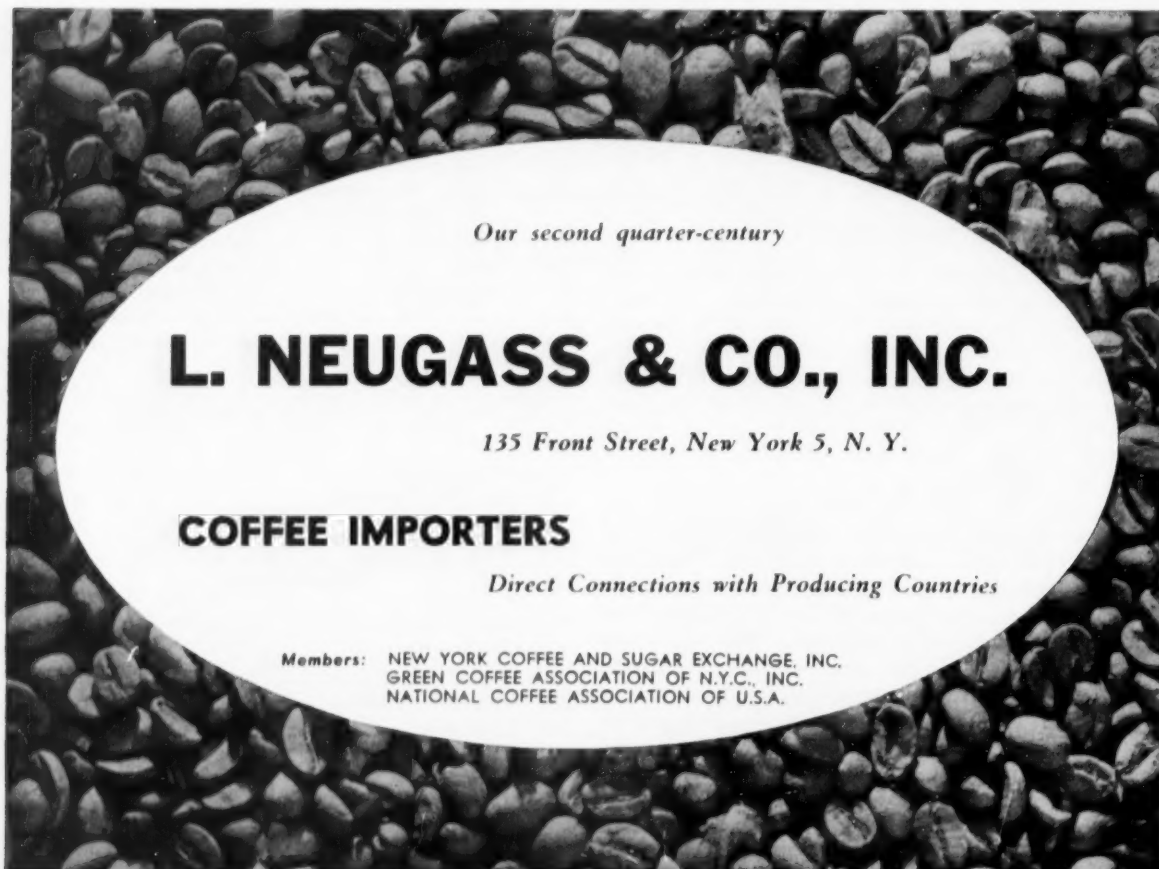
consumer, avoiding abrupt fluctuations of supply and prices, the two principal factors in this vital American product.

Cuba produced in its last crop 1,182,000 quintals, and will produce in the current crop approximately 1,000,000, with an export quota of more than 500,000 quintals. Cuba, conscious of her responsibility, has clearly defined her cooperative position in the efforts that are being made for a greater understanding among the producers and consumers of coffee.

Let us hope that all these efforts end in a better mutual understanding, in a more adequate and just distribution, and in a steadier equilibrium in coffee's commercial relations.

Local consumption increasing

Local consumption of coffee in Sierra Leone is believed to be 6,770 bags or more per year, and is still increasing.



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trends in Angolas

By DR. ALMEIDA LOUREIRO, Chief
Department of Statistics
Junta de Exportacao do Cafe
Lisbon

In 1940, by decree of the Portuguese government, the Junta de Exportação do Café was established with the two aims: (1) to expand coffee production through technical and scientific assistance to planters; (2) to improve quality and standardize types for export.

Following the establishment of these services at the Junta in Angola, results were soon to be seen. After surveying the tree population, agronomists and technicians went to work with coffee growers assisting them to combat coffee disease and insect pests and helping in the processing and classification. Also, the Junta helped growers to get farm machinery and built warehouses at the ports.

At the war's end, coffee exports from Angola had risen from the prewar tonnage of 17,000 to 20,000 tons to 46,896 tons in 1946, more than double the figure for 1939. Exports to the United States had increased by 1946 to 22,621 tons.

With the upsurge in exports and the wider acceptance of our coffees by the consuming countries in Europe and the United States, the Junta had to expand facilities at Luanda, Ambriz, Ambrizete, Porto Amboim, and Novo Redondo, as well as in the interior. Up to this year coffee exports have increased as shown in the following table.

The exports by destination during the last four crop years are shown in another table. It will be noted that during the last crop year (1955/56) Angola exported the largest tonnage so far, some 1,324,166 bags of sixty kilos.

Angolan coffees are exported according to Junta certificates of origin and quality. In accordance with the number of defects in a standard sample of 450 grams, Angolan coffees are classified as follows:

- First quality, up to 165 defects
- Second quality, from 166 to 360 defects
- Third quality, from 361 to 720 defects

The largest volume of coffee is exported through the Luanda harbor, followed by Porto Amboim, Ambriz, Novo Redondo, Ambrizete, Lobita, Cabinda and Landana.

The efforts of the Junta are also shipped from each of provement of the methods of coffee cultivation. To this end, the Junta has created several Experimental Stations in the producing areas of Angola, and in Lisbon there is a research center for tree diseases, under the direction of Professor Branquinho de Oliveira.

With a production of 350,000,000 covering an area of 300,000 hectares, Angola should reach a production this year upwards of 70,000 tons.

NOVEMBER, 1956

Destinations for Angola Coffee

DESTINATION	1952/53	1953/54	1954/55	1955/56
Metropolitan Portugal				
Continent	10,227	8,508	11,779	7,714
Madeira	62	122	202	193
Assores	-	-	3	32
Overseas				
Cape Verde	-	8	3	-
Guinea	2	4	7	5
Mozambique	127	93	83	94
Consumption Aboard Ships	9	10	10	23
Other Countries				
Germany	313	844	447	1,027
Australia	-	-	-	844
Belgium	2,049	1,659	732	4,417
Canada	60	184	1,584	15,592
Czechoslovakia	-	15	-	-
South Korea	530	65	-	-
Denmark	-	-	-	71
Egypt	-	-	10	-
United States	28,346	32,576	21,241	29,711
Finland	260	-	-	71
France	636	73	939	559
Morocco	290	237	195	358
Argelia	-	5	-	35
Tunisia	-	50	-	15
Holland	6,178	9,948	6,124	14,107
Dutch Honduras	-	-	-	25
Hungary	-	-	-	50
English Honduras	6,307	9,773	823	355
Gibraltar	80	228	8	34
Israel	274	399	-	-
Italy	167	-	13	489
Norway	141	210	-	619
New Zealand	-	-	2	-
South Rhodesia	-	-	-	15
Syria	-	-	-	16
Sweden	70	311	144	197
Switzerland	902	921	291	1,143
Tangier	-	45	-	5
Union of South Africa	1,194	1,187	503	1,550
TOTAL	58,424	67,665	45,143	79,450

Ports Exporting Angola Coffee

PORTS	1951	1952	1953	1954	1955
Landana	297	22	-	11	-
Cabinda	138	198	367	178	24
Ambrizete	4,997	2,496	2,211	1,515	1,899
Ambriz	4,949	5,151	8,103	5,991	6,771
Luanda	32,638	19,806	39,390	24,515	36,823
Porto Amboim	12,365	12,989	11,688	8,224	9,174
Novo Redondo	9,846	6,646	7,833	4,547	4,156
Lobite	711	566	1,183	776	486
TOTAL	65,941	47,874	73,775	45,757	59,343

Growth in Angola Coffee Exports

	Tons	Bags
1946/48	48,074	800,123
1949/51	50,474	841,233
1952/54	55,802	930,033
1955	59,343	989,050

better coffees from Ruanda-Urundi

(Continued from page 117)

types of "undergrades," 4 and 5, of which a certain quantity is regularly consumed in U. S.

Processing of, and trade in, coffee in Ruanda-Urundi have kept pace with the development of production. Five privately owned plants, boasting the latest equipment and large enough to process a total of 200-300 tons of merchant coffee daily, are today operating at USUMBURA. During the past few years, the main effort has been directed toward evolving a fast and economical method of completing the drying of the parchment coffee. Substantial investments have been sanctioned to that end. Moreover, numerous tables for manual grading have been acquired which permit of improving, prior to export, such lots as contain sound coffee and damaged beans, thus substantially raising the value of low-grade coffees.

In the field of transportation, it is in order to point out that in 1960, USUMBURA will have a new port capable of handling large tonnages of coffee and other products that will be exported by that time.

Improvements in the port of Kigoma are in the planning stage, and the port of D.S.M. has become a reality with the inauguration, this past September, of the deep-water harbor.

All these measures, combined, have already had a very beneficial effect on the speed with which our coffees can be shipped out. Thus, while in 1950 most of the peak-season tonnage could not be moved into D.S.M. before September,

it is today possible to deliver substantial quantities on the wharf at D.S.M. right into July. The stepped-up steamer schedules and the direct connections between D.S.M. and the Atlantic and Pacific ports of the U. S., make it possible to deliver our OCIRU's on the U. S. market as early as August, thus meeting the slack in the supply of milds from Latin America.

In order to make the most of this unique situation, the government and the OCIRU encourage a quick dispatch of the coffee season and have even lent thought to the possibility of moving out a part of the crop by way of Matadi, by establishing a heavy-traffic feeder line starting in the East in the direction of Stanleyville-Leopoldville and Matadi.

We have been assured beforehand that at all the stages, the adaptations essential to production, processing, commercialization and export of the ceiling tonnage of 650,000 bags anticipated for the year 1965, will be made in due course, thus giving the native population the certainty of getting its product to market and of an income that will raise its standard of living and promote a general welfare thanks to the good works of Western Civilization.

Coffee output up in French West Africa

Production of coffee in French West Africa for 1956-57 will be between 2,100,000 and 2,200,000 bags, according to reports from that area.

Of the total anticipated production, the Ivory Coast should produce between 1,900,000 and 2,000,000 and French Guinea about 167,000 bags of clean coffee.

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developments in Ivory Coast coffee

By HENRI BLANCHENAY, Manager
Société Générale
New York Agency

Ivory Coast Robustas are very important to the French. France is the second largest coffee consumer in the world (a far next to the U.S.) but also Ivory Coast contributes largely to make the French Union the world's third largest producer—next to Brazil and Colombia.

The French started planting coffee on the Ivory Coast only in 1928. Production reached nearly 110,000 tons in 1955-56, a record figure in the History of the Ivory Coast.

Ivory Coast coffee is not only an important item in the French Union's balance of trade; it is also a major factor in the policy of the Government since 95% of the 240,000 hectares in the coffee growing area cultivated by the natives. Consequently, it is highly important that prices should yield a fair return to planters; but it is of even greater interest that they should be kept stable. Therefore, if the Ivory Coast was to maintain its product on the foreign markets, and especially on the dollar market, it was necessary to organize the local trade. With that goal in view, certain measures were adopted in order to: (1) encourage exports; (2) improve quality; (3) stabilize prices.

In order to encourage exports, reductions in taxes heretofore granted only to coffees exported to the dollar markets have been extended to all exports. Also the "Jumelage"¹⁾ created in June 1955, was amended; its quota for Ivory Coast was raised from 1/6 to 1/4 effective December 20th, 1955, and more flexibility was brought into its legal requirements.

Toward improving the quality, the government issued two decrees effective February 15th, 1956.

The decrees aimed at restricting the number of black beans in the classified²⁾ coffees at a maximum of 10 per 300 gram sample for the "courant" and "limite" types. The "sous-limite" type (from 241 to 480 defects) created in March, 1955, was abolished. The standardization of brisures was ordered. The law made it mandatory to treat and homogenize the beans for export and the "limite" type was barred from the tax privileges afforded to coffees for export. At the same time, it was decided that the exports of triages could be effected only by and for the account of the "Caisse de Stabilisation".



In January, 1956, after a series of dips, Ivory Coast Robustas recorded the lowest prices on the New York market (24-25 cents for January shipments). In order to help stabilize the prices, certain measures were adopted:

A quotation committee was created and a floor price decided upon.

Whenever the prices offered by the purchasers stood below the "floor price" established by the "Caisse", the planters could obtain a loan of 75% of the floor price on beans conditioned and classified as "courant" (or better) and stored at the warehouses of the "Sociétés de Prévoyance".

In fact, the most spectacular measure was the intervention of the "Caisse de Stabilisation". The "Caisse" was founded early in 1956 with a view to spreading the sales of coffee over the year, to regulate prices and to see to it that planters should receive a fair income. It is managed by a committee composed of representatives of the coffee trade on the Ivory Coast (four), planters (four), the local Assembly (two) and the local government (two).

The "Caisse de Stabilisation" has the power to finance stockpiling transactions to the limit of its resources⁴ whenever the "courant" price of Robusta coffee is lower than CFA Frs. 105/Kg. net weight Abidjan;

The "Caisse" can intervene for price support purposes by allocating premiums whenever the buying prices, net weight Abidjan, are lower than: CFA Frs. 85 for the "courant" type, CFA Frs. 75 for the "limite" type.

Since this past campaign was the first one under the new set up, it might be of interest to review its mechanics in operation.

The stockpiling has been programed over three contracts.

The first contract was to reach a volume of 10,000 tons. On this lot the stocker would commit himself to a buying price to the planter at between CFA Frs. 85 and 105/Kg. net weight Abidjan (courant type, new standards). The stockpiling premium is set at CFA Frs. 1.35/Kg./month with a stockpiling duration of three months at least, but indefinite thereafter.

The "Caisse" can demand release when the price of the stocked coffee reaches or passes the prevailing market price on the day of contract.

If sales are made at below the parity of CFA Frs. 85/Kg. net weight Abidjan (or C.I.F. Le Havre—Metropolitan Frs. 260), the stocker has the right to claim from the "Caisse" the difference between said parity and CFA Frs. 85.

(Continued on page 123)

advances in Kenya coffee

This article was prepared for COFFEE & TEA INDUSTRIES by The Coffee Board of Kenya.

The recent lifting of an export tax on coffee, imposed by the Kenya government two years ago in order to bolster the country's economy, is an indication that Kenya is recovering from the effects of the armed rebellion known as Mau Mau which, although it has been successfully quashed after four years of disruption to peace and goodwill, has retarded the economic development of a young and pioneering country.

Many millions of pounds that could have been spent on improving social services and increasing the tempo of the fantastic development Kenya has experienced during the last decade, were devoted to maintaining security and good government. But throughout this difficult period of Kenya's history, the coffee industry has continued to expand; and what is more, at the same time contributed greatly to the wealth of the country.

During the period of the coffee export tax, the coffee industry paid £2,000,000 in tax on its exports, on top of normal taxation, at a time when it should have concentrated on making production of plantations more efficient, and in a better position to deal with the difficult times many coffee planters feel lie ahead. It is estimated that more than £5,000,000 of extra capital expenditure is needed to improve present production methods on plantations if the coffee industry is to play its fullest part in the economic life of Kenya.

However, coffee is still the major crop produced and exported from Kenya. Last year, more than 11,000,000 lbs. passed through the channels of the Coffee Marketing Board for sale overseas and internally; and the industry represented 35% of the country's total exports. These figures reflect the importance of coffee to Kenya.

The record crop last year of 23,919 tons has created problems for Kenya's coffee industry. It is estimated that more than £1,000,000 was lost on the plantations and in the mills because processing resources were inadequate to deal with such a large crop, and at the same time maintain the high quality of the coffee Kenya is noted for throughout the world.

Climatic conditions are the main factor in quality coffee production in Kenya, but factory processing also plays a big part in insuring that a coffee crop is a record for both quantity and quality. However the lifting of the Coffee Export Tax should allow more profits to be "ploughed back" into plantations for investing in more efficient and up-to-date factory equipment, and sum approaching £500,000 is to be invested by the industry in the construction of new mills in Nairobi.

One of the most significant advances in recent times has been the increase in the production of high quality coffee



Early pruning of the coffee plant in Kenya, in Eastern Africa.

from the African farming areas. Most African plantations are run on the peasant farming system, but coffee is fast becoming the main cash crop wherever climatic conditions are suitable, due to the impetus of the Swynnerton Plan for African agriculture. The bulk of Kenya's coffee crop has to date been produced in the European farming areas—some 96% of it last year—but the European controlled coffee industry has recognized the great contribution the African peasant farmer can make to the industry, and is altering its rules to allow African planters to have their own representatives on the Coffee Boards.

Like most young and pioneering countries, Kenya has to pay constant attention to agricultural research, particularly in the coffee industry. The industry is fortunate in having the backing of one of the finest coffee research organizations in Africa, and great advances are being made in disease control and research into better cultivation methods.

Coffee berry disease is only one of the menaces to coffee that will soon be removed by research teams. Investigations of the economic possibilities of intensive irrigation of coffee plantations during the critical dry months of the year is taking place at the Ruiru Research Station, and already many coffee planters have taken advantage of the good prices over the past few years and built large dams with diesel pumps installed, bringing water to wherever it is needed on their plantations.

This year's coffee crop promises to be a good one, if not a record yield like last year. The estimate is 17,500 tons, which should make it the third largest crop ever. The 18,500 tons produced 15 years ago, in the 1941-42 season, still stands as the second highest crop after last year. However, the quality of the 1956-57 crop should be high enough to keep Kenya in the forefront of the coffee producing countries of the world, and maintain the high quality of its most valuable export—coffee.

coffee output in Uganda

By C. C. SPENCER, C.M.G., Chairman
Uganda Coffee Industry Board
Kampala

The financial year of the Uganda Coffee Industry Board ending on October 31st, 1956, is presently estimated to show exports of native Robusta coffees to the order of 45,000 tons, as compared with a total tonnage of 58,000 tons for 1954-55.

The lower total for the year 1955-56 reflects the unseasonably dry weather experienced from April to July, 1956, coupled with the bumper crop of the year before, which left in its train a heritage of pests, notably berry borer.

The continuing policy of the Uganda Coffee Industry Board to use the Coffee Price Assistance Fund of approximately £11,000,000 to underwrite a guaranteed fixed price to the African producer throughout each buying season has had the effect of encouraging producers to increase their acreages under Robusta coffee. This despite the similar fixed guarantees to African growers of cotton, which is still Uganda's largest export crop; but cotton

yields a lower cash return per acre, and in the Southern areas where both can be produced, the African producer is tending to pay more and more attention to coffee.

Owing to the scattered nature of coffee planting, it is virtually impossible to assess the acreage under yielding and the new plants. It is currently estimated that in two or three years the potential production will be of the order of 80,000 tons per annum, while the estimate for 1956-57 production is 60,000 tons of clean coffee. Naturally, the latter estimate is subject to variation in the light of the weather which will intervene, and is based on the assumption of normal weather expectations.

The ever-growing importance of coffee to the general economy of the country, which was until ten years ago almost entirely dependent upon cotton for its economic existence, has caused more and more attention to be devoted to the production and processing of the crop. Every

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the coffees of India

By K. SRINIVASAN, Chairman
Coffee Board
Bangalore, India

The coffee industry of India had reached its peak in the closing decades of the 19th century, with about 3,000,000 acres under coffee and over 30,000 tons of green coffee exported annually.

The first four decades of the present century, however, saw the industry steadily decline in its output, though there were a few breaks of comparative prosperity.

To begin with, leaf disease (*Hemileia vastatrix*) and stem borer (*Xylotrechus quadripes*) attacked coffee on an epidemic scale and caused widespread damage. This was aggravated by the periodic slumps in the coffee export markets, culminating in the historic depression of the thirties.



As a result, the area under coffee cultivation in India had declined to about 1,800,000 acres and the annual average production to barely 16,000 tons by 1939, when World War II broke out.

Strangely enough, it was this World War which shut off the industry's export outlets and caused a turn in the tide of its affairs. This set the leaders of the industry to think on cooperative lines and to take concerted action under the guidance of the government of India to establish a central statutory organization for the industry in December, 1940.

The main functions of this organization are (a) to collect and market the entire coffee produced in India to insure a minimum economic return to the grower; (b) to popularize and promote consumption of Indian coffee at home and abroad; (c) to promote research in coffee cultivation, and (d) to undertake such other measures as may be necessary from time to time for the general development of the industry. Since then, the industry has been steadily rehabilitating itself. About 2,600,000 acres are under coffee cultivation, now producing a current average crop of 30,000 tons.

Almost all the coffee in India is produced on the sunny slopes of the Western Ghats fringing the western seaboard of the Indian peninsula. It grows well between 2,500 and 6,000 feet above sea level, and within an annual rainfall range of 60 to 100 inches. Grown under micro-climatic conditions unique to these tracts, Indian coffee has come to pride itself on its rare quality.

Coffee types and grades

Coffee Arabica and Coffee Robusta are the two varieties of coffee grown in India. The former is cultivated in the higher regions of 3,000 to 6,000 feet above sea level and the latter in lower altitudes.

Green coffee is prepared for the market by both the "wet" and "dry" methods in India. A major portion (nearly 70%) of the Arabica coffee is pulped and converted into parchment or plantation coffee, as it is generally known in the trade. The plantation coffee produced in India is one of the finest mild coffees grown anywhere in the world.

Indian coffee is marketed under the following types and grades:

Plantation coffee (Washed Arabica): Peaberry, A, B, Triage, Blacks and Bits.

Arabica Cherry: Peaberry, Flats, Blacks and Bits.

Robusta Parchment (Washed Robusta): Peaberry, Flats, Blacks and Bits.

Robusta Cherry: Peaberry, Flats, Blacks and Bits.

Coffees are valued on their quality, substance or body, flavor or aroma, and point or hardness in the cup. It is on these very desirable characteristics that the various growths of Indian coffee have earned for themselves a reputation in the most fastidious markets of the world. Mysore are noted for their full soft liquor with velvety flavor and richness. Billigiris, Nilgiris and Naidubatum fall in the same class with good quality, distinctive flavor, soft and thickish liquor. Shevaroyis are distinguished by their fine aroma, while Coorgs yield a strong liquor. Nelliampathies Palnis are preferred for their sound liquor. It is seldom that Indian coffees fail to satisfy the requirements of a fastidious blender.

The grades and types commonly exported from India are "A", "B" and "Triage" grades of plantation coffee (washed Arabica) and the "Peaberry" and "Flats" grades of Arabica cherry, Robusta cherry and washed Robusta.

Each year the Coffee Board allocates export quotas which are surplus to home requirements. The export quota is sold in installments to registered coffee exporters under a system of tender, the lots being declared as a rule to the highest bidders. The coffee so purchased is shipped under a permit issued for the purpose by the Coffee Board.

The quota fixed for the current season is 7,200 tons out of a total crop of nearly 33,800 tons.

(Continued on page 134)

developments in Ivory Coast coffee

(Continued from page 121)

If sales are effected at higher than CFA Frs. 105, net weight Abidjan, the difference is shared between the stocker (20%) and the "Caisse" (80%).

When the selling price sets between CFA Frs. 85 and 105 net weight Abidjan, the difference between that price and the purchasing rate is entirely for the account of the stocker (whether a profit or a loss).

The *second* contract was purchased by the "Caisse" up to 5,000 tons at CFA Frs. 100/Kg., net weight Abidjan (treated, courant, new standards).

The stocked coffee, *the property of the "Caisse"*, has been collateralized with the "Institut d'Emission de l'A.O.F."s), the latter acting as a third party custodian. The stockpiling premium has been fixed at CFA Frs. 100/Kg./month. On the contract, the duration of the stockpiling is indeterminate, with a minimum of three months. The "Caisse" could, at any time, request from the stocker that he purchase part or all of the stocks he is holding, at the prevailing CIF Le Havre price, minus the differential of Metropolitan Frs. 90, such differential being reduced by the total of the treatment price, i.e. CFA Frs. 3.60. In case of denial, the "Caisse" could bid any buyer, possibly by way of invitations.

One fifth of the coffee stocked on this contract must be sold to foreign countries.

The *third* contract has an indeterminate quantity. The purchase is effected for the account of the "Caisse" by the exporters, on the basis of the minimum price of CFA Frs.

100 net weight Abidjan ("courant"). The stocker would receive a stockpiling premium of Frs. 1.35 Kg./month. The duration of the stockpiling is likewise undetermined.

The "Caisse" could, at any time, require the stocker to allocate definitely to himself certain tonnages at the prevailing net weight price fixed by the local quotation committee, which bases its quotation upon the prices obtainable on Le Havre market and on the foreign markets, taking the "jumelage" requirements into account.

In case of denial by the stocker, the "Caisse" can allocate these quantities to itself or deal with any exporter. The transfer by the stocker is then made on the basis of the net weight price as set by the quotation committee, supplemented by a lump sum of CFA Frs. 5/Kg. covering the stocker for bagging, warehouse manipulation, etc. The "Caisse" adjusts with the stocker the difference between the intervention price of CFA Frs. 100 and the net weight price set by the quotation committee.

The stocker can demand release after a lapse of three months. In this case, he then has the right to an automatic monthly release of 20% of the original tonnage in the contract. The "Caisse" always has the right to allocate to itself the released tonnage, provided it repays to the stocker the value of the intervention price of CFA Frs. 100 increased by CFA Frs. 5/Kg. At this point, the stocker assumes the functions of a third party custodian for the account of the "Caisse". The stockpiling premium is then reduced to CFA Frs. 1/Kg./Month.

After one year of operation, although the "Caisse" has not elaborated a definite release policy, we may summarize its basic principles:

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what's happening to coffee in Europe?

By JACQUES LOUIS-DELAMARE, Le Havre
France

Since the beginning of the year, the coffee situation in Europe has taken a very favorable turn and imports are in steady progress. From January 1st, to August 31st, Europe imported 8,277,000 bags, compared with the last year's figure of 7,436,000 bags. The increase is 11%.

France remains the first importing country of the old Continent, but also the only country in Europe where imports of coffee have declined since the beginning of the year. The decline is approximately 5%. The principal reason is the poor quality of the coffee imported. Before the war, France imported 2,400,000 bags of Arabica coffees from Brazil and mild producing countries, and 600,000 bags of Robustas. Last year, France consumed 2,100,000 of Robustas and 750,000 bags of Brazil—the larger part from Victoria and Rio—and 150,000 bags of mild coffees.

Our American friends who spent happy holidays in France have a personal experience of what we call coffee in Paris/

Western Germany is taking a leading place in the coffee business in Europe. In 1953, Western Germany imported 1,309,000 bags, 1,627,000 in 1954, 1,996,000 in 1955, and for the year 1956, our friends will surpass the 2,000,000 bag limit, to take a brilliant second place in European imports. But what is perhaps more important than the increasing quantity of the coffee imported is the real commercial spirit which reigns in the business circles of Hamburg. The coffee trade is almost free of all hinderance from their authorities, and if there is a country where the word "quality" has kept all meaning, it is in Western Germany. This country is playing a very important part in the delicate question of mild coffees, and the demand for milds will be the key to the whole coffee situation during the actual crop, the evolution of the German market must be followed very closely.

In Italy, coffee consumption is stabilized around the figures of 1,100,000 bags to 1,200,000 bags for four years now, and progress is very slow. One of the reasons is that, according to our own experience, the quality of the coffee consumed in Italy, far from improving, has been deteriorating, owing to the use, more and more, of Robusta coffees. Italy imports are 30% Robustas, and even in the perfect steaming machines of the café espresso, the taste of the coffee is not, in 1956, what it was a few years ago.



In other European countries the figures of imports for the first eight months of the year are in advance of last year's totals: 30% to 35% for the United Kingdom and the Netherlands, and 10% to 15% in the Scandinavian countries. Stocks are moderate and a good demand is anticipated on the eve of the winter season.

Generally speaking, the coffee situation in Europe is sound, and with the exception of France, the trade is more and more liberated from the post-war plague of the old Continent: bureaucratic evils and untimely interventions.

One of the good developments in the coffee trade has been the extension of the "Hague Club", which blows a little breeze of freedom into the business circles of Europe. Actually the United Kingdom, the Netherlands, Belgium, Western Germany, Italy and France are already members of this international group, and the Scandinavian countries are strongly pressed by Brazil to enter the "Club".

The advantages of this system are, for European countries, the facility of buying coffee in the money of the members of the "Club" and making a choice in the stocks of spot coffees in other markets; for Brazil, the exchange question is simplified to a large degree.

When you speak of the coffee situation in Europe, you must not lose sight of the fact that Europe is at the same time directly importer and indirectly—through the African colonies—producer of coffee.

During the year 1955, the African overseas territories of France, the United Kingdom, Portugal, Belgium and Spain produced approximately 6,500,000 bags of coffee, out of which, 5,850,000 bags were Robustas.

At the same time, Europe imported 2,290,000 bags of African Robustas and 225,000 bags of Indonesian.

France imports 70% Robustas, Italy 30%, the United Kingdom 27%, Belgium approximately 18% and Portugal nearly 100%.

As the production of coffee in Africa is increasing each year, the problem is: How much Robustas can Europe import, and what will happen when the limit of absorption is reached? Because there is a limit of absorption, and the latest figures prove, without any doubt, that the per capita consumption in Europe lags, or even decreases, in the countries where low quality coffees are imported.

This question of quality is the only shadow in the picture of the coffee situation in Europe.

Otherwise Europe, which before the war imported an average of 12,000,000 bags a year, will probably approach very nearly the same total for 1956. And there are still good reasons to look with optimism at the future of the coffee trade in Europe.

the alarming price gap

By J. DEMOLIN, Secretary General
Office du Cafe
Brussels, Belgium

The reactions of consumers towards the current price advance may be different in the various consuming countries. It may be shaped by a lot of factors, and by the circumstances on the spot. Nevertheless, the price situation is one of the most difficult problems.

The increase in quotations on coffee in 1956 was characterized by a growing difference between the prices of lower grade coffees and fine or mild coffees. Our Belgian customers seemed affected by the differences in the selling prices, and one can understand their reactions. Indeed, roasted coffee is sold here at prices ranging from 70 to 160 Belgian francs a kilo, or a 90 franc (\$1.80) difference between a sound Robusta and a blend containing milds.



On the other hand, we have to consider the rate of consumption, which is twelve pounds of coffee a year per capita. One realizes immediately the impact of the price differences on the household expenses.

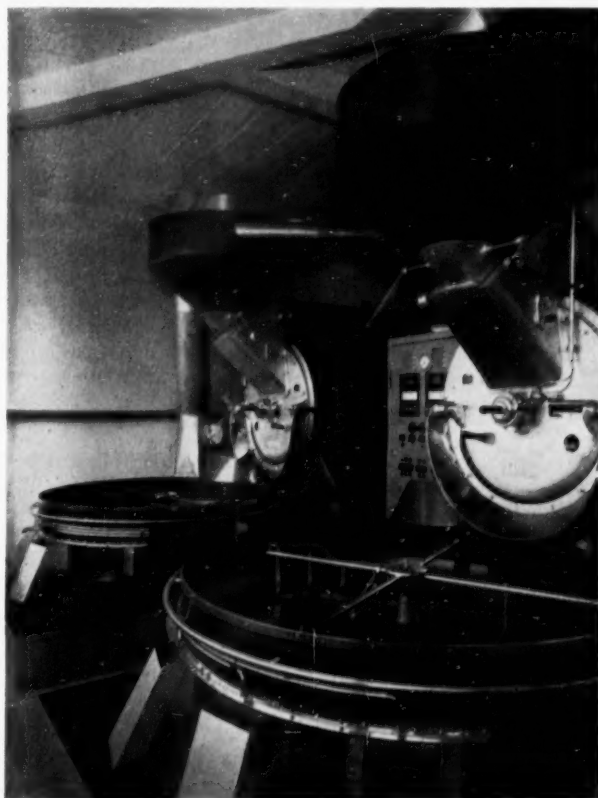
"Undergraded" coffee, or coffee of the lowest quality, is sold here at about 40 francs a kilo, creating a gap of 120 Belgian francs (\$2.40) between the extremes of the price list. These 120 Belgian francs represent wages for five hours work by an inferior workman and three hours for a good female typist.

Divergences of such an amplitude can appear abnormal to the man in the street—when one can explain it only in terms of differences of quality.

When the span of prices is narrowing, it is normal that commercial competition works chiefly on quality. On the contrary, with a wide price gap between qualities, competition tends to speculate on prices only, forgetting sometimes to safeguard the reputation of the brands and the long-term interests of the enterprises. This way it harms the whole internal market, troubles the confidence of the consumers, changes his habits, and destroys his natural inclination for good coffee.

Experiences in some countries on the European continent reveal that after long years of use of low grade

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★ A Coffee Convention "Fact-Reference" Feature: Roasting in Europe

coffee roasting in Europe

By CARL VON GIMBORN, President
Emmericher Maschinenfabrik
von Gimborn & Co., K.-G.

Development of the coffee roasting trade in the various Western European countries has taken different paths during past decades.

Wherever coffee is free of duty or subject to minor regulations only, and the retail price is therefore moderate, large plants predominate.

On the other hand, in some countries, particularly in Germany, where high taxes are imposed on coffee, prices relatively to other countries leave a high marking and even small plants have the means to exist well. The result is that especially in Germany's medium and large towns there are numerous special coffee shops dealing in coffee and tea only. Coffee is roasted in fine-looking roasters placed behind the window. These shops are run not only by retailers, but even wholesale traders open similar branch-establishments at various places where coffee is roasted right in front of the customers.

In these cases, the roasters are universally heated by gas. According to the size of the shop, the roasters are charged with between 5 and 25 kgs. of green coffee to be roasted in a period of 8 to 12 minutes.

Nevertheless, according to the trend of times, development of large plants is visible throughout Europe. In post-war times, many large plants have expanded further in Scandinavia, France, Belgium, Italy and Germany, among other countries.

Roasting equipment had to be designed to satisfy the particular requirements of the respective countries. There are only a few large plants in Europe which are confined to the selling of one or, at the most, two blends only, the second being destined for special demands. Most of large plants distribute three blends or more.

Many plants in Europe prefer blending individual sorts *before* roasting, while others roast each sort separately and blend *afterwards*.

At any rate, the automatic sequence has to be observed. It starts with storing the single types of green coffee in large compartmented silos, or silos in a series, to contain the quantities of the single types needed for two or three days operation. Where the coffees are blended before roasting, the blending and classifying units allow up to ten or even more types to mix fully automatically in proportions previously determined.

Periodic roasting is preferred to continuous roasting in view of the exact control of the roasting product. In Germany, the charging of the roaster with one batch only in general has preference in order "to bring out" the best result possible in the coffee. Roasting plants abroad charge their roasters with two or four batches.



A Probat equipped sorting room. Roasted beans are conveyed pneumatically from silos to the sorting tables. Beans picked by the sorters are dropped onto a control belt which carries them to a checker. In Germany this manual sorting precedes packing.

All roasting people everywhere nowadays insist on the best roasting and cooling equipment suitable for their individual requirements. The gas or oil heated machines allow the roasting temperature at any time to be more or less fully automatically controlled during the roasting process. During a certain phase of roasting, it is also possible to allow the beans to expand with a moderate heat without removing the roasting fumes. In a word, the roasting procedure can be adapted to every sort of coffee.

The roasted product is automatically discharged from the roasting machines into large coolers, and then it goes to the de-stoners. If the coffee has not been blended before the roasting, blending is done automatically now, and 500 lbs. are not exceeded at any charge. Then the coffee is passed on to collecting bins above the packing machines.

Before the roasted coffee is packed, in Germany it is manually sorted out. Four or six persons sit at the sorting table to pick out the coffee first. After that, the coffee passes to a checker. The hourly work of a single person is up to 60 lbs. In Germany the opinion is widespread that a single black bean is liable to spoil the coffee.

In Europe the coffee is mostly ground when it reaches the shop, if the housewife doesn't do it herself. Scarcely 10% is ground in the large plants.

(Continued on page 138)

coffee hurdles in France

By A. J. ARIOUX, President
Federation Nationale du Commerce des Cafes Verts

Coffee in France seems to face one of the worst periods since the end of the war.

The French coffee trade had bettered its conditions during the past years. It won more liberal imports from Brazil and reopening of the Le Havre future coffee market—but this trend has been seriously hampered during the past 18 months.

First of all, the custom duty was reestablished at 10%, and very soon at 20%, on all foreign coffees.

Severe restrictions have affected imports from foreign countries, specially those lower grades which were directly in competition with the products of some French territories. On the other hand, the custom taxes put a very heavy burden on the best qualities.

These first measures have not been sufficient to achieve stabilization of the market in the overseas territories, with production exceeding French internal consumption. At the end of 1955, the French government introduced in the overseas territories a program of stabilization in an effort to get a better control of the marketing rhythm.

Under his program, coffee which cannot be sold at a sufficient price to an outside buyer may be taken in charge by a special office which pays the warehousing costs and the risks of losses of value at the end of warehousing period.

The last part of the program obligates the exporters on the Ivory Coast, Madagascar or Cameroon to sell on the foreign markets one ton of coffee each time they want to sell four, five or six tons in France or in Algeria.

The French coffee trade is now facing the first results of these measures, taken in order to keep a preferential market for the products coming from the overseas territories.

The apparent consumption reached in 1955 was 179,000 tons, very close to the 3,000,000-bag target which represents prewar consumption.

The 1955 imports exceeded 1954 figures by 10,000 tons.

But the last months of 1955 were characterized by an abnormally sharp drop in imports, whereas the result of the first half of last year had been most encouraging.

The imports from French overseas territories alone got the benefit of the supplementary quantities registered in

the consuming channels: 118,000 tons compared with 110,000 tons during 1954, and 84,800 tons in the year 1953.

At the same time, the imports from the foreign producing countries remained almost unchanged, their share getting down to 33% of the total imports.

The regressive movement registered during the second half of 1955 has been more and more accentuated during the first six months of 1956. After several years of constant progress, coffee consumption in France was slowing down. The total figures are 118,227 tons for the January-August period, compared with 124,718 tons during the same period last year.

In the meantime, effects of custom taxes, foreign import restrictions and artificial support of prices became more apparent. Robustas from French overseas territories are getting a larger share than ever of the internal market. Very good crops—Ivory Coast, 2,000,000 bags; Madagascar, 800,000 bags, and Cameroon production—brought a growing flow of supply to the French harbors, as to some U. S. harbors.

From two-thirds of total imports in 1955, the percentage of Robustas consumed in France is now over 70%.

It must be said that a very serious effort at control, especially on the Ivory Coast, is responsible for an awaited improvement in quality. It was the necessary condition for export to the U. S. market. But the production of the French overseas territories is still one of Robustas, even if it is Robustas of better standards, and we are lacking good Arabicas at fair prices.

It is not yet possible to give estimates of consumption in 1956, but we fear something more than haphazard in these simultaneous facts: regression of total consumption and a record percentage of Robusta coffee at somewhat high prices.

The coffee trade in France is facing three major dangers:

1.—Recession of imports, with consumers becoming reluctant.

2.—Excessive stabilization of prices caused by the extensive action of the marketing offices in the overseas territories, which will control the biggest part of the crops, giving "floor prices" to the grower and fixing release prices to the exporters. This danger is perhaps the most serious, because it means the end of freely fluctuating prices and therefore asphyxia for the trade.

3.—The third danger is in the restrictions—always more numerous—on the foreign coffees. Customs taxes

(Continued on page 157)



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three kinds of coffee business

By GERARD LEGROM, N. U. Koffie Handelmaatschappij
Matagalpa

The coffee trade in the Netherlands consists of three separate sections: international trade, import trade and industry.

The international trade in coffee is part of the centuries-old traditional trade for which geographical and geographical conditions made the country so eminently suitable, and which formed the backbone of the nation's prosperity ever since the 16th century. It is, therefore, not an incidental and undesirable off-shoot of World War II, as rumor hath it so often, but a vital organ of the Dutch nation, and the versatility and adaptability with which it overcame the difficulties of postwar bilateralism have contributed much to the restoration of the Dutch economy out of the chaos left by the war.

The recently founded "Hague Club", of which Holland was a founding member, is an important contribution towards the opening up of multilateral trade, particularly in coffee, and the growth of such organizations will have a stabilizing effect on the coffee market.

The private import trade resumed its activities early in 1952, when the government provisioning system for coffee was abolished. The restrictions hampering its development during the initial period were nearly all lifted during the following 18 months, and at present the importation of coffee into the Netherlands is virtually free.

As a consequence of the increased freedom, which opened possibilities for roasters to establish a wider range of blends, the volume imported increased considerably, from 283,000 bags during 1951 to 523,000 during 1955. The first half of 1956 constituted a record for any six-month period, with 333,000 bags.

On a per capita basis, Holland has always ranked fairly high on the list of coffee-consuming countries, so that at first the increased imports only served to fill a substantial demand-vacuum. However, saturation of this vacuum did not stop growth, and although 1954, with its high prices and adverse publicity, caused a temporary halt, the increased purchasing power of the public raised the demand for coffee and made the commodity a necessary component of the nation's food-basket, instead of the luxury it had been in early postwar days.

Coffee-shops and Italian style espresso-bars have sprouted up everywhere during the last two years and are doing a brisk trade, thus stimulating consumption and widening the variety of brewing methods in use.

During January-June, 1956, imports consisted of 38.7% Africans (mostly Angolas), 26.4% Brazilians (Santos and Parana), 26.1% American milds and 8.1% Indonesians, while during the same period, visible stocks in bonded

warehouses increased from 105,000 bags as of January 1st to 144,000 bags as of July 1st.

Instant coffee, too, enjoys an increasing interest, and all major roasters have their own brands, which are widely advertised and can compete with the well-known American brands.

However, vacuum packing has not developed well, owing to the limited size of the market, while on the consumption side, iced coffee does not hold the attention very much, owing to the weather and the competition from ice cream.

coffee output in Uganda

(Continued from page 123)

aspect of the industry, from plant to export, is constantly under review, with the object of improving quality to insure a firm place in the markets of the world. Much has already been done, but even more remains to be achieved if the target is to be reached.

The most important lesson still to be taught is that improved production and preparation are in the long-term interests of the African producer, and virtually in his hands alone. The vast majority of the crop is still marketed by the producer in the form of dried cherry to licensed curing works and hulleries. In this raw state, no reliable means have yet been found of discerning the likely quality of the clean coffee or, consequently, of demonstrating to the African markets where he has failed in his task. To him, therefore, all dried cherry is of the same intrinsic value. To combat this, ways and means of encouraging African producers to rough hull their dried cherry before marketing are at present receiving urgent consideration, in order to permit of differential prices being offered for varying qualities.

There is little doubt that the rapidly increasing production of Robusta coffee throughout the world portends weak market prospects in the long term, which will certainly halt expansion, and perhaps even reduce production in some countries. In this prospect, Uganda is fortunate in that the costs of production of the African producer are relatively low. He is in a position to face a price decline of some 25% from current price trends with comparative equanimity, and an even yet lower price if he can be persuaded to improve the general average quality of his production.



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★ **Coffee Convention: Norway**

Norway's coffee imports are still centralized

By JOHAN JOHANNSSON, Jr., President
Norges Colonialgrossisters Forbund
Importørutvalget

Since the war, Norwegian purchases of coffee have been made by the Norwegian Wholesale Grocers' and Importers' Association, Import Committee. The centralization of import was due to Norway's difficult currency situation. Importers hope for a change, which will make it possible to return to individual purchases, as Norway is the only western country with centralized coffee imports. All purchases are made through Norwegian agents.

Imports in 1954 were 289,000 bags at 60 kilos, rising to 354,000 bags in 1955. Consumption per capita was 11.5 lbs. in 1954 and 14.1 lbs. in 1955. Importation and consumption during 1956 will probably increase, compared with 1955.

Brazil is our main supplier of coffee, with about 80% of the total. The remaining 20% comes from Ethiopia, Haiti and Angola, as well as Liberia.

Of the coffee from Brazil, about two-thirds is Santos, one-third Parana, together with unimportant quantities of Rios.

Santos and Parana coffees are bought on the following description:

20 defects per 300 grams, greenish, screen 16/15, equal parts, solid bean, good roast, strictly soft (New York cup quality).

There are still price regulations for coffee in Norway, and today the government subsidizes the average coffee price with about sh. 1/-d. per kilo. The importers pay the same price to the Import Committee for all sorts of coffee, and sell at one price to the retailers. This is not satisfactory for the importers, and they are now trying to obtain different prices for the various grades of coffee.

There are 170 coffee importers in Norway participating in the joint purchases through the Import Committee. All these importers are at the same time wholesalers, selling the coffee mostly roasted and in bean to the retailers. The most important of the importers are also roasters, while the smaller ones have their coffee roasted by independents.

During recent years, the sale of coffee in ¼ and ½ kilo packages has increased. Some of the bigger importers have also started the sale of vacuum-packed coffee and solubles.

The greater part of the coffee is, however, still sold to retailers in bags, roasted and in bean, but the trend is towards small packages.

Since November, 1952, there has been no import duty on coffee in Norway.

★ Coffee Convention: Switzerland

Switzerland's indirect imports

By JULES BRAUNSCHWEIG, Braunschweig & Co.
Basle
Switzerland

Where does the coffee come from that is actually consumed in Switzerland?

This question, simple as it may sound, is not easy to answer.

If we consult the statistics published by the Swiss customs authorities, we realize that the 300,000 bags of coffee consumed by the Swiss population during the past 12 months were produced in no less than 30 different countries in America, Africa and Asia.



Although America is still the main provider of the coffee roasted in Switzerland, we find in Africa alone ten countries exporting coffee to Switzerland. Among them British East Africa, Portuguese West Africa and the Belgian Congo play an important part, and lately various territories of the French Union, such as the French Ivory Coast, Madagascar, etc., have developed into regular suppliers.

The answer is still more complicated if we ask by which route this coffee came to Switzerland, since not all coffees were forwarded from the producers directly and imported via the traditional North Atlantic seaports, such as Antwerp, Rotterdam and Hamburg, or through the Italian port of Genoa. For instance, we find supplies of Santos coffee that went first to Yugoslavia and thence via rail to Vienna and on to Switzerland. Other shipments took the route via Poland, Hungary, etc. All these coffees were obtainable several dollars per 50 kg. cheaper than if shipped directly from origin to this country.

This calls to mind an offer we received in January, 1941, for Santos Type New York 4, full description, at \$26 per 50 kg. from Brest-Litovsk (then at the Russian-German border), prompt shipment from New York to Vladivostok and from there per Trans-Siberian railway to Brest-Litovsk and via Germany into Switzerland. Payment had to be made in Moscow to the State Sales Center!

If we are right, Santos Type 4 c.i.f. New York could be purchased at the same time at \$8.50 per 50 kg.; but direct shipments to Europe were impossible.

There are also other ways by which not inconsiderable quantities of coffee enter this country, e.g., as a result

(Continued on page 174)

NOVEMBER, 1956

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★ A Coffee Convention "Fact-Reference" Feature: Australia

coffee down under

By B. S. KIERNAN, Chairman
Australian Tea & Coffee Traders' Association

Any study of coffee trends in Australia must necessarily recognize the fact that Australia is primarily a tea drinking country. Tea is the all-important beverage, and in the majority of Australian homes, any excuse for a cup of tea is good enough. Get the picture of a slightly harassed housewife whose immediate need is a cup that cheers. She sips, sighs, and says "Aaahh!" She is firmly convinced that she feels better, her worries recede, and the world is a much rosier place!

Actually the Australian housewife follows the tea drinking pattern of her British counterpart, widely known in song and story. And it is this intense devotion to tea that any upward trend in the sale of coffee must face.

While the average Australian home would occasionally drink coffee in one of its forms, it is felt that the gradual increase in the import of coffee is largely due to the influx of coffee-loving citizens who are migrating to Australia. This gradual increase is steady rather than dramatic, and evidence of its increasing popularity is shown by the mushroom appearance of espresso bars in capital cities. In the main, these are largely patronized by our new Australian citizens, whose taste is suited by the thick, dark roasted coffee available.

Apart from restaurants, the espresso bars, quick snack cafes, etc., there would be comparatively little ground coffee consumed in the home. Available data shows that the most popularly received form of coffee is the soluble

type, closely followed by coffee essences. This preference in itself is a striking indication of the attitude of the average Australian towards coffee. Also, the owners of dripolators, percolators or any other recognized coffee making equipment would be very much in the minority.

Australian coffee roasters prefer the Kenya and East African bean for their aroma and acidity, and a small amount only of Mocha would be imported, primarily for blending. New Guinea coffee is developing in popularity for espresso bars, mainly because of the large bean and strong color. The European tendency to a very dark roast is making its presence felt, in many cases the requested roast being almost black.

In the past few years, one or two abortive attempts have been made to popularize iced coffee . . . nil results!

As a summary of coffee trends in Australia, it could safely be said that never would tea be supplanted by coffee as Australia's national beverage, and that any increases in popularity would be because of the influx of citizens migrating to Australia from coffee-drinking countries.

the coffees of India

(Continued from page 124)

Taking into account the potentialities of the home market in the wake of the improving economic conditions in the country and the demand which Indian coffee commands because of its unique cup quality, it has become necessary (and will be profitable) for the industry to double its present average annual crop of 30,000 tons so as to provide about 40,000 tons for the expanding home market, which at present absorbs about 24,000 tons, and 15,000 to 20,000 tons for export. A Development Plan drawn up by the Board with this object has been

(Continued on page 176)



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needed: more imagination in coffee premiums

By GORDON C. BOWEN, President
Premium Advertising Association of America, Inc.

There are probably few households in the country today without several plastic measuring spoons received as a coffee premium. These are not only useful for insuring that the housewife uses enough coffee to make a flavorful brew, but are also dandy little toys for the kiddies.

This is not to suggest that the measuring spoon is a poor premium by any means. It is useful and it is wanted. What's more, it probably helps to maintain brand loyalty by getting the consumer to use the proper amount of coffee for your blend.

But it's very doubtful whether, at this stage in the promotional game,



the measuring spoon type of premium helps to increase sales by bringing in new customers.

During the years since 1945, as competitive businesses have been

fighting for larger shares of a growing market, a great strengthening and refining of all promotional techniques—including premiums—has taken place. Yet the premium picture in the coffee field during recent years has been spotty indeed. On the one hand is a very large national brand which has been astutely advertised but poorly promoted, losing ground in many areas to aggressively promoted local and regional brands. At the other end of the scale are some well-planned and soundly organized promotions, especially of some instant coffees, which have helped not only to get a larger share of the market but to

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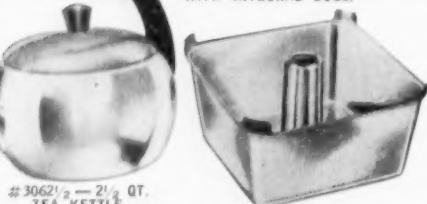
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break ground for new customers and greater coffee consumption.

Premium merchandising is a flexible and adaptable tool of selling which can be of great help to you in achieving certain specific objectives. But it is not a cure-all.

One of the great faults with many promotions is that they seem to be run for the sake of "doing something," without any clear-cut objective in mind.

Suppose your principal problem is one of combating a competitive deal, not only to offset the deal but also to gain some market advantage. A really attractive self-liquidating premium aggressively advertised and promoted can help you to do the job. But it can't be a tired, run-of-the-mill offer. That's not to say that you can't use standard merchandise. But it must be one which strikes the imagination of the consumer and creates a strong desire to own that premium *plus* a strong impression of high quality and good value.

If the premium is one which lends itself to a natural tie-in with your advertising copy, so much the better. But this is not nearly as essential as the overall impression of excitement, quality and value that the offer conveys. Don't forget that advertising featuring a premium offer gets a much higher readership than straight product copy. The impact of the premium offer carries over to the product, too, so that a premium which connotes "cheapness" to the consumer will seriously hamper your effort to tell the story of your product's quality.

If your principal aim is to prevent brand-switching, to hold on to your old customers while your advertising builds new ones, you have available a number of kinds of continuity offers. Several companies through the years have made very successful use of premium coupon plans, such as the ones in which my company specializes, to get consumers saving coupons for redemption from attractive catalogs. A variation is the label-saving plans which have also been used effectively. Then there are the offers which get consumers started on collecting sets of silverware, stainless steel, or cooking utensils.

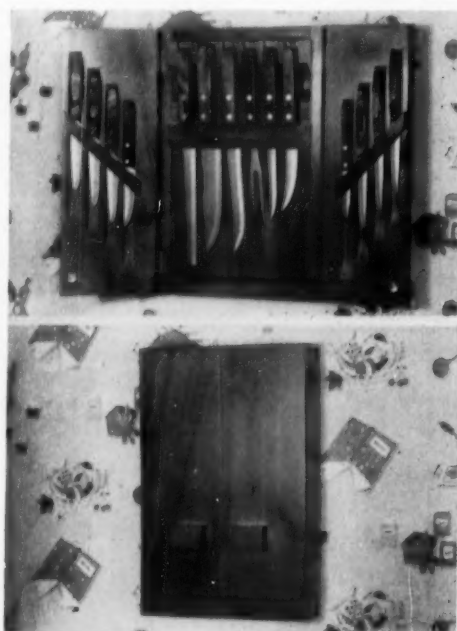
One important point to remember with continuity plans is that they require the same kind of concern for quality and value as we stressed in

#558 **Cattaraugus Kitchen Cutlery Cupboard**

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connection with self-liquidators. They also need well thought-out, well-executed advertising and promotion. Too many companies expect a continuity program to run by itself once the initial promotion is over. Experience has shown that those which get the best results are those which are consistently reinforced by good advertising.

Whether self-liquidator or continuity program, don't forget to get the salesmen, jobbers and dealers "in on the act." Often a gift of a low-cost liquidator or a special offer on higher priced premiums will get the same results as a much more costly dealer loading program and build much more good-will.

Dealer loaders and sales incentive programs can help to build a faster turnover and get better displays, especially when a little imagination is used. For example, several recent grocery promotions have offered dealers an item which can be used in an attractive display and which the dealer can keep when the display period is over. Right now, a liquor company is using a barbecue grill to get fabulous window displays for one of its brands. This offer not only loads the dealer, but gets the product displayed and sold. A West Coast cereal company recently used a huge beach umbrella in the same way.

Both of these examples show how applied imagination can turn a routine offer into a really effective premium. Ordinary dealer loading premiums work well, to be sure, but they have no built-in insurance, other than the extra cases on stock, that the dealer will back up his order with display.

Several times in the past few years coffee men have spoken with me about premiums and always in the same vein: "Sure, premiums work fine for some products but we've tried and we just can't use them."

On closer examination, it turned out that the words, "We've tried," were quite an exaggeration. In most cases what happened was that they just went through the motions.

This business of just going through the motions unfortunately is more in evidence in the case of self-liquidators than in other promotions. Apparently there's a psychological feeling that a self-liquidat-

(Continued on page 162)

NOVEMBER, 1956

talk
about
dealer
loaders



When the incentive to the retailer is strikingly beautiful Stainless by Reed & Barton you are offering him something he knows by name and reputation — something he and his wife will receive with pleasure. This is the incentive that will move mountains of merchandise to your dealers.

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coffee roasting in Europe

(Continued from page 128)

In Scandinavia the large plants are scattered in all big towns. In France they are limited to several big towns. In Germany they are mainly in Bremen and Hamburg, where more than 40% of Germany's coffee consumption is roasted.

The daily output of large European roasting plants rates between approximately 7,000 and 60,000 lbs.

Most large European roasting plants are in multi-storied buildings. The green coffee is transported by means of pneumatic conveyors to the roasters which are in the top story, and from there the coffee runs through conveying devices. In general, there are only a few bucket elevators employed to convey green or roasted coffee. Pneumatic conveyors are preferred.

As in the U. S. A., in Europe the problem is growing during the last few years of how to keep the vapor and fumes of the roasting plants from molesting the neighboring people. Good results have been observed from the burning of the outgoing fumes.

developments in Ivory Coast coffee

(Continued from page 125)

In no case will the releases be previously publicized, this in order to avoid speculation.

The "Caisse" will make every effort to have as much coffee as possible exported to foreign countries, the U.S.A. in particular. Furthermore, it will strictly enforce the "jumelage" requirements.

The sales will be spread in time, so as to keep a regular flow of Ivory Coast Robusta on the American market between crops.

There not being a fixed minimum selling price, the "Caisse" would nonetheless try to keep the sales price on the French market not lower than Metropolitan Frs. 295/300 CIF Le Havre.

On the basis of that first campaign under the new regulations, it can be said that, in every likelihood, quality will be maintained at a relatively high standard and that, on the other hand, the volume of production will most probably be smaller than for the season under review. As to the policy that the "Caisse" will try to apply to stockpiling and sales, it is premature to venture any prognostication at this time.

- 1) "Jumelage" means "coupling". It is a device whereby the exporter to certain foreign markets would receive a prorated quota to export to Metropolitan France and/or Algeria. The latter markets yield a more profitable price.
- 2) The five official types under the French legal classification are:
"Extra-prima" having less than 15 defects per 300 gramm sample
"Prima" more than 15 but less than 30 defects
"Superieur" more than 30 but less than 60 defects
"Courant" more than 60 but less than 120 defects
"Limite" more than 120 but less than 240 defects
- 3) "Sociétés de Prévoyance" are cooperative formed between the growers (most of them natives) with technical advisory co-operation and financial assistance from the Government.
- 4) Its resources are composed of a part of the proceeds of the export-tax on coffee, which part is proportional to the prices of coffee.
- 5) French West Africa issuing institution

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changes in ocean transportation of coffee

By JOSEPH C. BEATTY, Northbound Traffic Manager
Moore-McCormack Lines

You frequently hear it said that "ships go where the cargo is", and there is no truer saying. It can be added, however, the ships also go where the cargo is needed and when the cargo is required.

If there has been any significant change or development in the ocean transportation of coffee within the recent past it would appear that the change has been in accordance with the meaning of the paragraph above. In this instance we are limiting ourselves to a consideration of traffic between Brazilian ports and the United States of North America, particularly the U. S. East Coast. It is likely, however, that the same conditions hold true with regard to other sections of the United States.

In the not too distant past, most of us can remember when Santos was "the" port for shipment of coffee from Brazil. At that time, every steamship line that was interested in carrying Brazilian coffee made it a point to have its schedule so arranged that Santos was included as a port of call. It was not uncommon to find that vessels commencing their northbound journey from Buenos Aires called next at Montevideo and then Santos, and continued the voyage home from that port. Very often Paranagua was not even considered as a port of call.

In our own experience here at Moore-McCormack Lines, we do not have to check back very far to come upon some older northbound schedules which show that out of six or seven sailings in a month from Brazil, possibly two vessels per month called at Paranagua. The reason for such a meager schedule was, of course, the lack of cargo out of Paranagua, and because ships go where the cargo is, Santos received a deserved preference in this matter. That was some years back, however, and present-day operations are greatly different—but still they are maintained on the principle of "ships go where the cargo is".

It takes little research or examination to find that Paranagua in recent years has for various reasons become a real factor as a shipping port for coffee, and because we now find the cargo there, you find the vessels there. It is a fact that while the volume of coffee out of Paranagua is still not as large as that out of Santos, you will

find that practically all vessels berthed at Santos to load coffee have previously called in at Paranagua.

It would appear, therefore, that one of the very important developments in ocean transportation of coffee, i.e. scheduling, is necessarily tied very closely to the changing developments in the coffee industry itself. Flexibility of operations is important. Circumstances, foreseeable and otherwise, have a strong bearing on vessels schedules, and consequently the lines have to be in a position to take care of eventualities. The flow of coffee from Brazil to the United States is a fluctuating movement—rumors affect it, strikes affect it, price and supply affect it, stocks on hand in consuming countries affect it. Problems in the coffee industry union agreements of the longshoremen and sea personnel, resistance to purchases by the housewife—all affect the ocean transportation of coffee. It does seem far fetched to designate the housewives of your own town as one of the contributing factors to changes in shipping coffee. It is agreed, however, that your town, added to many many other towns and villages, carry great weight in many affairs.

Scheduling has become so specialized that while in the past it was possible to serve ports from Buenos Aires in Argentina to some of the North Brazil ports with the same ship, it is no longer possible to do this and be a successful operator. Since we know this to be true, it has been found necessary for us to divide our fleet into parts.

The largest number of our vessels naturally serves the main line ports of Buenos Aires, Montevideo, Paranagua, Santos and Rio de Janeiro, and then proceeds to the United States destinations. To take care of other Brazilian ports, we have assigned various of our vessels adaptable to shallow draft ports to commence their northbound voyage at Recife. In this way, we avoid the necessity of placing coffee-carrying vessels into the small unorganized ports of North Brazil and consequently protect the ships from excessive delay in arrival at destination.

So much for scheduling in loading ports, and while this phase of the problem is very important, it has an opposite, the discharging end. The various sections of the United States are growing in population and changing in habits. New distribution points for coffee are growing up and receivers of this cargo look, of course, for the nearest ocean port for discharge of their cargo.

Time was when vessels which discharged at New York, Boston, Philadelphia and Baltimore were able to satisfy the requirements of the great majority of shippers and

(Continued on page 176)





of ships and coffee...

Among the many factors which affect coffee quality and coffee freshness, none is more important than the availability of swift, dependable steamship transportation. To provide North America with never-ending supplies of high-grade green coffees, Grace Line serves the coffee trade with 26 modern "Santa" ships and up-to-date dock-side facilities in Atlantic and Pacific coast ports of the United States.

As always, we wish our many friends in the National Coffee Association a successful convention. Through 1957 we shall continue to place at your command every benefit of our experience, ships and service.

REGULARLY SCHEDULED, YEAR-ROUND AMERICAN FLAG SERVICE FROM THE COFFEE PORTS OF:
Colombia, Venezuela, Ecuador, Peru and Mexico, Guatemala, El Salvador,
Honduras, Nicaragua, Costa Rica, Panama

to New York, Baltimore, Philadelphia, San Francisco,
Los Angeles, Seattle, Portland, Tacoma, Vancouver, B. C.

GRACE LINE 3 Hanover Sq., New York 4, N. Y.
Agents and Offices in All Principal Cities

COFFEE & TEA INDUSTRIES and The Flavor Field

coffee via the Port of New York

By DONALD V. LOWE, Chairman
The Port of New York Authority

With the United States the world's largest consumer of roasted and soluble coffee, it follows that its greatest city, New York, is the leading green coffee trading market of the world and that its greatest port, the Port of New York, imports more green coffee beans than does any other port in the world. In 1955, 1,207,405 long tons of green coffee were imported into the United States. Over 57% of this tonnage (618,278 long tons) was imported through the Port of New York—and all for good reason.

When a shipment of coffee arrives at the Port of New York—be it from Brazil or Colombia (these two countries have historically provided the United States with about 70% of its coffee), from Mexico, El Salvador, Guatemala, Venezuela, Angola, Ethiopia, Nicaragua, Costa Rica, the Dominican Republic or any of the dozens of other coffee-producing centers of the world—it is handled quickly and efficiently, for here are the facilities and the manpower to give the coffee bean the attention and kind of treatment it requires. This is true of all the commodities that pass through the Port of New York, for while many other ports of the world specialize in one given commodity, this port specializes in all commodities.

Ships from all over the world call at New York, bringing to the port every manner of commodity, and the frequency of ship arrivals here is a considerable aid to shippers. Add to this the fact that New York is the first port of call for most of the ships arriving on the eastern seaboard of the United States, and the reason for the port's supremacy as a center of coffee imports and all other imports becomes abundantly clear.

Any coffee drinker knows that the best cup of coffee is the fresh cup of coffee. It has an enticing aroma that is but a preface to the refreshment and satisfaction of its taste. And freshness is no accident. To insure this quality in the millions of cups of coffee consumed in the United States each day, a great many people put in a great deal of work from the moment the coffee is planted to the moment when it is poured into the cup. The point at which the green coffee beans are unloaded from a ship onto the pier is a crucial one in this effort, and one of the many reasons for New York's leadership in coffee

importing is that at this point experienced men working with the best and most modern equipment take charge, moving the cargo, efficiently and with all the necessary care.

From the pier, the coffee is moved to a roasting plant or to a warehouse for storage. The number of trucking firms and rail lines serving the Port of New York assures quick shipment of the beans to inland roasting plants, and the vast acres of warehouses in the port assure quick and easy storage. Because New York is the major port of entry for coffee into this country and because of the speed with which shipments of the green beans are handled here, many roasting plants have located in the vicinity, making New York one of the world's most important coffee roasting centers.


The Port of New York is also the home of the only futures market for coffee in the United States. This is the New York Coffee and Sugar Exchange, where contracts for future delivery of coffee are bought and sold. Actual delivery of this coffee is seldom made, for the chief purpose of these negotiations is to effect hedges against holdings or short sales of actual coffee. Here, too, samples from coffee shipments are graded to fixed standards by coffee firm executives. One of the methods used to grade coffee at the exchange is "cupping," which involves placing roasted and ground coffee in a cup, pouring boiling water over it, savoring the aroma and tasting the brew (but not swallowing it).

Allied interests

Giving further aid to coffee importers and exporters at the Port of New York are the many bankers, freight forwarders, customs brokers and officials of other allied interests who make New York their headquarters. In the chain that goes from the coffee planter to the trader in the market, to the exporter in the country where the coffee is grown, to the importer in the country where it is consumed, to the roaster and finally to the consumer, the services of these professionals form a vital link, for it is their assistance at various points along the way that makes the ultimate goal, a good cup of coffee, possible.

There are in the Port of New York the physical facilities and the trained personnel for making the shipment of the hundred different kinds of coffee bought and sold in the United States each year quick, easy, efficient and economical. And this is exactly what these facilities and people do at the greatest coffee shipping and roasting center in the world—the Port of New York.



A black and white photograph showing a grid of coffee sacks. The sacks are arranged in rows and columns, with some sacks appearing to be slightly tilted or stacked. The background is a light, neutral color.

To Serve a Cheerful Cup To Millions

Through U. S. Gulf ports, bags of coffee flow smoothly and regularly to the roasting plants of Mid-America to provide billions of cups of that superb beverage to the population—Delta Line's modern fleet backed by more than 37 years of experience constitutes a dependable supply line from Brazil and West Africa long characterized by adherence to advertised schedules.

Delta Line

MISSISSIPPI SHIPPING CO., INC., NEW ORLEANS

New York • Chicago • St. Louis • Washington

THE COFFEE FLEET SERVES MID-CONTINENT AMERICA



New Orleans — gateway port

By EDGAR A. G. BRIGHT, President
Board of Commissioners of the Port of New Orleans

I was indeed most interested in NCA President McKiernan's statement that if each person 15 years or over had consumed one additional cup of coffee daily last year, we would have processed and sold nearly 8,000,000 more bags of green coffee. I think it might be said, too, that if people who did not drink coffee at all now would start drinking even one cup per day, there would be a marked increase in coffee consumption.

Speaking as a layman, with no connection in the coffee business, it has long seemed to me that much of the money spent in furthering the sale of coffee has been misdirected. Even a casual glance at most of the coffee advertising would show conclusively that coffee advertising generally is aimed at those who are already consumers of coffee. Much of it, too, is devoted to telling the world not that coffee is an excellent product, but that "my coffee is better than others". The younger generation, who will be the coffee drinkers of tomorrow, are largely being ignored.

The Board of Commissioners of the Port of New Orleans has been very interested, for many years, in the movement of coffee through our Port. We have always recognized the importance of coffee in the economic growth of our friends in Central and South America. We are constantly exchanging ideas with them, realizing as we do that the coffee we buy from them provides the dollars they need so badly to buy so many things from us. New Orleans is the gateway to the great Mississippi Valley, as well as Latin America, and inasmuch as foreign trade is operated on a two-way basis, we cannot sell unless we also buy.

During the past few years the coffee industry in general, and producers in particular, have been severely criticized from time to time because of the so-called high price of coffee. Critics have completely glossed over the fact that any policies adopted in Latin America having to do with price support have been completely dwarfed by various types of price control adopted by various administrations here, which have had the effect of raising the price of all of our domestic commodities, at times to almost astronomical heights. It is true that these various types of price control are aimed at im-

proving the standard of living of a large segment of our population; however, in raising the standards of one class, we are imposing severe burdens on others. Nevertheless, these who criticize the price of coffee fail to consider the added fact that the prices of everything we sell our Southern neighbors have advanced because of our high standards of living. They do not seem to realize that unless coffee producers secure a fair price for their product, they cannot buy from us the automobiles, the rolling stock, the road building equipment, the turbines, the refrigerators and many other things that our manufacturers are anxious to sell for export. The large export business provides jobs for workmen and dividends for stockholders, both of which are desirable.

The Port of New Orleans is a two-way port. Our exports and imports balance to a very great degree. We have gone far in building up goodwill with foreign countries. We are constantly seeking ways and means to build up foreign trade. We have established International House and International Trade Mart. We have sent many trade missions to all countries of the South, and these missions have helped cement the bonds of friendship that presently exist between New Orleans and all the countries of the Western Hemisphere. Last year our yacht, the Good Neighbor, took some 16,000 visitors on a tour of the harbor as guests of the Board of Port Commissioner. It is always with a feeling of pride that we show the magnificent facilities of our Port to all who are interested. With few exceptions, all have been impressed with what they saw.

To revert to coffee, at present the Port of New Orleans is served by many steamship lines who are interested primarily in the transportation of coffee. Direct shipping services are maintained to all the islands of the Caribbean, some of which are becoming more and more important as coffee producers. Services are also maintained to all Central American ports, to Colombia, Ecuador, Peru, Venezuela and Brazil. American-owned steamship lines have regular sailings to the East and West Coast ports of Africa, and there is hardly any coffee producing country in the world with which we do not maintain an adequate shipping service.

Coffee occupies a very prominent part in the commerce of our port. It provides revenue for our steamship companies, stevedores, warehousemen, draymen, forwarders and various other businesses whose livelihood hinges on a healthy coffee movement through our port. It provides a comfortable living for our longshoremen and

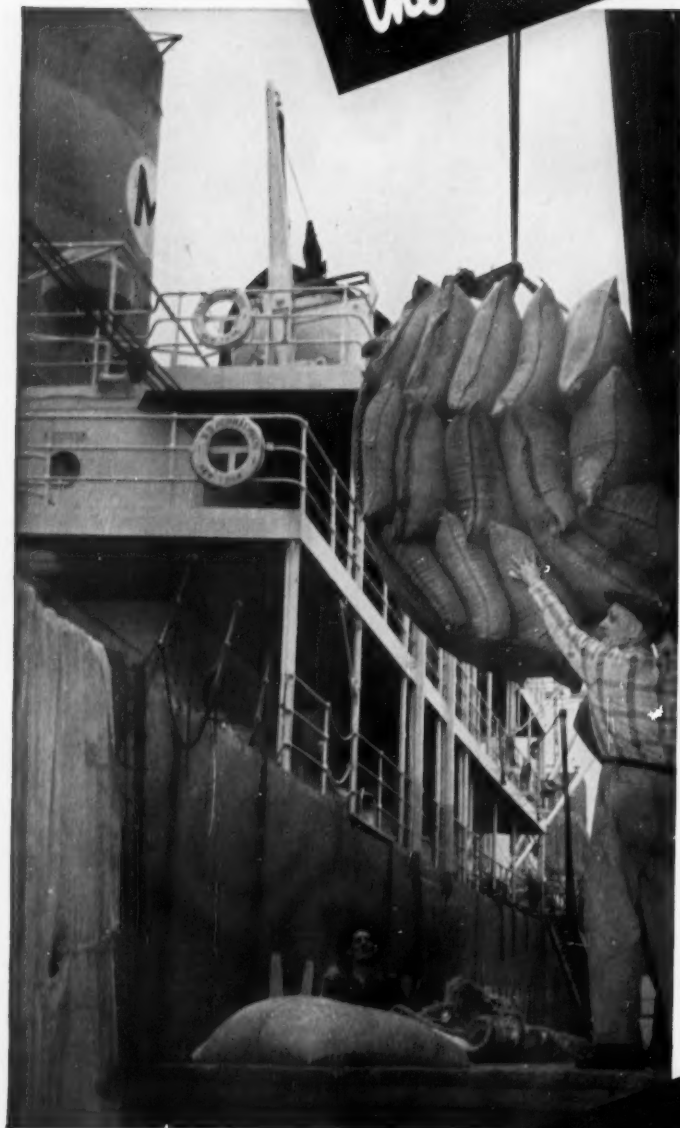
(Continued on page 148)



SHIPS.....

the essential factor

in the COFFEE TRADE



Without ships, the American public would know coffee only as a rare and expensive luxury. Ships are an essential factor in the coffee trade.

To the maintenance of that trade, Moore-McCormack Lines devotes a major share of its operations. Its large fleet of modern ships, including the fast passenger-cargo liners of the Good Neighbor Fleet and big C-3 cargo liners which are the last word in efficiency, keeps coffee moving in an unceasing flow from Brazil northward to the United States.

The coffee trade can rest assured that, in the future as in the past, Moore-McCormack Lines will consistently devote its energies to the kind of service—swift, frequent and dependable—which will serve the best interests of the industry and the American consumer.

MOORE-McCORMACK
Lines
5 Broadway
New York 4

OFFICES IN PRINCIPAL CITIES OF THE WORLD

coffee by "piggy back"

By DAN LYONS, Foreign Freight Agent
Illinois Central Railroad

On the occasion of the annual convention held in San Francisco last year, it was a privilege for me to write an article for Coffee & Tea Industries "featuring railroads." It wasn't too difficult to tell in words some of the things necessary to accomplish what the theme of the meeting called for: "How can we sell more coffee in the United States?" And I recall a simple answer, very brief and to the point: "Ship more coffee to the United States."

Now railroads too, particularly the Illinois Central Railroad, are extremely interested in the development of increased coffee movement from the strategic Port of New Orleans to interior markets in Mid-America, and to the many other markets which it is our privilege to serve.

We are not going to have too great a problem in selling additional cups of coffee in the great city of Chicago, whose population is increasing daily. The Windy City's metropolitan area is expected to have about double the present number of citizens in the next few years. This growth in population is naturally the greatest contributing factor for increased coffee consumption in the Chicago area, together with the normal increase in consumption expected from teen-agers in the high school bracket and the college student.

We on the Illinois Central intend to be an important factor in this general upsurge in the coffee business. We have realized for many years the importance of coffee as a beverage, and it is equally important traffic-wise. We have kept constantly in touch with roasters' problems as regards transportation, and are making diligent efforts to see that any problems which may arise are quickly solved.

When we last wrote an article in Coffee & Tea Industries, we mentioned a piggy-back service, which at the time was operating on our railroad between Chicago and Memphis. At that time we were being urged by coffee roasters and others to put this service in effect from New Orleans to Memphis, St. Louis and Chicago. This has been accomplished, with the exception of St. Louis, which will soon enjoy this service.

The Illinois Central piggy-back wraps up all the advantages of truck and rail transportation in one con-

venient package for the shipper—the flexibility of truck pick-up and delivery, plus the outstanding benefits of rail transportation for the long haul. Trailers are loaded at your home dock, then driven aboard specially equipped flat cars and secured with an exclusive type of positive, shock-resisting rigging.

When you ship via Illinois Central piggy-back, you can be confident your cargo will arrive on time aboard the fastest scheduled freight trains between Great Lakes and the Gulf; your shipments go through regardless of weather or highway conditions. It is the safe, sure and efficient way to ship. The Illinois Central piggy-back service has already made a record. It has demonstrated to shippers that damage to shipment is practically eliminated. The service is fast and freight handling time is reduced to a minimum. It is the quickest way to handle LCL or full trailer loads, and at a cost comparable to truck haulage.

In providing for piggy-back service on our railroad, the Illinois Central went to considerable expense in equipping special-type flat cars. Our original fleet has been doubled, with further expansion planned to meet the requirements of the steadily growing operation. Then, too, we had a rather large expense in providing loading and unloading ramps in the cities where piggy-back service is available. These facilities, in conveniently located yards, eliminate loss of time and make possible quick and efficient handling.

Among the most important industries to take advantage of piggy-back services in the Chicago area are the local coffee roasters. This service enables them to receive carload shipments of green coffee at their doors, even though they are not track-located, saving costly drayage charges. However, those roasters who are track-located still continue to use box car equipment.

In addition to the above services, the Illinois Central has put into effect new fast freight schedules from New Orleans to Chicago and other destinations on our railroad, to expedite coffee movements and other commodities requiring quick dispatch.

Another important feature is the roasting-in-transit arrangement, which permits local roasters to seek awards on Notices of Intent to purchase coffee for various military establishments here and abroad, for the Armed Forces and Veterans Administration. Many of the Chicago roasters have been awarded contracts for substantial tonnage to the various depots and found it to their advantage to make use of the transit privilege. This also

(Continued on page 148)



EXPRESS FAR EAST SERVICES



Philippine National Lines

Manila Direct

M/S Dona Alicia M/S Dona Nati M/S Dona Aurora

MANILA, ILOILO, CEBU, HONGKONG, TAKAO, KEELUNG, JAPAN

*IVARAN
Lines*

Japan Direct

YOKOHAMA, KOBE, PUSAN, OKINAWA, MANILA, HONGKONG



STOCKARD STEAMSHIP CORPORATION

AGENTS/GENERAL AGENTS

17 BATTERY PLACE, NEW YORK 4, N. Y. Whitehall 3-2340

Los Angeles as a coffee port

By JOHN F. PARKINSON, Traffic Manager
Port of Los Angeles

Coffee is riding the crest of a rising tide of general cargo imports at Los Angeles Harbor. With morning and afternoon "coffee breaks" an established feature of the business and industrial day, Westerners are drinking more coffee than ever before, and it's "klatsch as klatsch can."

A very substantial portion of the coffee consumed in the western states comes from beans unloaded at the municipal wharves of the Port of Los Angeles.

In the 1953-54 fiscal year, over 30,000 tons of green coffee were discharged from cargo vessels calling at the \$150,000,000 port. The following year, this total dropped off sharply to 23,700 tons, but the beverage beans came back strongly in the year ending June 30th, 1956, with 32,380 tons arriving at Port of Los Angeles.

Coffee imports through the Los Angeles District averaged over \$30,000,000 a year, according to the U. S. Department of Commerce. In 1955, the total dollar value of coffee imports at the thriving West Coast port was second only to crude rubber.


This year's increase in coffee imports has a significance of its own, of course, but it also is in line with a rise in

all general cargo imports through Los Angeles Harbor. An alltime monthly high in this category, 372,000 tons, was recorded last March, marking a 20% gain over the total figure for the previous March and an increase of 50% over the figure reported for the month of March three years ago.

Indicative of the trend of world commerce through the municipal harbor was the recent report by the U. S. Department of Commerce which showed that Port of Los Angeles again far outstripped all other Pacific Coast ports in foreign commerce in 1955. Total foreign commerce through the port during that year amounted to 4,874,900 tons, which was 1,833,750 tons more than the total reported for the next highest western port. This is in addition to about 1,600,000 tons of domestic tonnage monthly.


Los Angeles has led all other Pacific Coast ports in tonnage ever since 1923.

Over 80% of the coffee arriving at Los Angeles comes from South and Central America, but Ethiopia and British Africa have now entered the picture with sizeable shipments. Countries of origin for the green coffee shipped



GENERATION TO
GENERATION

DUTCH
KNOW-HOW



Holland Interamerica Line

JOINT SERVICE: Holland-America Line • Van Nievelt, Goudriaan & Co.'s Steamship Co.

NEW YORK—Holland-America Line, General Agents, 29 Broadway, Tel. Whitehall 4-1900 • Discharge: Pier 32, N. Y. Docks, Brooklyn, N. Y.

here include Italy, the Netherlands, United Kingdom, Mexico, Dominican Republic, Haiti, Jamaica, Canal Zone, Costa Rica, Guatemala, Honduras, Nicaragua, El Salvador, Chile, Colombia, Ecuador, Peru, Brazil, Uruguay, Venezuela, British Malaya, Indoneisa, British Africa and Ethiopia. Highest on this list, of course, is Brazil, which accounts for about one-third of the total tonnage.

To handle the boom in coffee imports and other in-and-out traffic, the Los Angeles Harbor Department is in the midst of a multi-million-dollar expansion program. Since the end of World War II, more than \$35,000,000 has been spent on the rehabilitation of facilities and the construction of new piers and transit sheds which are not surpassed anywhere in the world.

During the next two years, an additional \$6,000,000 will be expended on widening existing transit sheds and building new terminals in the port's West Basin area. This is part of a long-range program aimed at keeping Los Angeles Harbor in the forefront of American ports.

It is this progressive policy of improving its facilities that will enable Los Angeles Harbor to retain its title "Java Junction" among West Coast harbors.

New Orleans—gateway port

(Continued from page 143)

other laborers engaged in handling coffee. Naturally, we of New Orleans are interested in coffee, and we of the Board of Port Commissioners are very keenly conscious of our obligations to do our utmost to increase the movement of coffee through our Port.

Because of all this, we salute the National Coffee Association. We are confident that the coming convention at Boca Raton will be most fruitful. We hope the American roaster will sell not one, but many more additional cups to the American consumer. We trust their efforts will convince the younger generation that when they take "one for the road" it should be coffee. We hope that the coffee break will continue to be an integral part of the American businessman's life, and we believe that this coffee break would be an excellent thing for the American housewife in enabling her to cope with the many things of high and low degree that confront her from day to day.

I thank you for giving me the opportunity to be with the National Coffee Association in spirit, if not in person, and trust that in the not-so-far-distant future they will find it convenient to hold one of their conventions in what we are proud to call "America's most interesting city."

coffee "piggy back"

(Continued from page 145)

applies to movements other than military, and many local roasters find it to be an advantage to forward roasted coffees to warehouses for distribution by a local representative.

Our Panama Limited, and the other fine passenger trains we operate, are still considered the best to New Orleans, and coffee men use them frequently in traveling from or to active markets.



Our Top Ranking Cargo Services

**MAINTAINED FOR MORE THAN
60 YEARS**

**from VENEZUELA, THE CARIBBEAN,
HAITI, DOMINICAN REPUBLIC
to U. S. ATLANTIC & GULF PORTS**

***assure prompt delivery of your
coffee shipments***

Royal Netherlands Steamship Company

FREIGHT AGENTS

**ATLANTIC PORTS — FUNCH, EDYE & CO. — NEW YORK
GULF PORTS — STRACHAN SHIPPING CO. — NEW ORLEANS**

Ship sailings

A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Abl Trans Car—Ablmann Trans Caribbean Line
Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
Arg-State—Argentine State Line
Am-W Afr—American-West African Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Barb-Wn—Barber Wilhelmsen Line
Brodin—Brodin Line
Cunard—Brocklebank's Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Dreyfus—Dreyfus Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Gran Colombiana, Ltda.
Gulf—Gulf & South America Steamship Co., Inc.
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines

Independence—Independence Line
Isthmian—Isthmian Lines, Inc.
JavPac—Java-Pacific Line
Lump-Ho—Lumpori & Holt Line, Ltd.
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mam—Mamenic Line
Mormac—Moore-McCormack Lines, Inc.
Nedlloyd—Nedlloyd Line
Nopal—Northern Pan-American Line
Norton—Norton Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
PTL—Pacific Transport Lines, Inc.
R Neib—Royal Neiberland Steamship Co.
Robin—Robin Line
Royal Inter—Royal Intercean Lines
SCross—Southern Cross Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Swed-Am—Swedish American Line
Torm—Torm Lines
UFruit—United Fruit Co.
Wes-Lar—Westfal Larsen Co. Line
Yamashita—Yamashita Line

Abbreviations for ports

At—Atlantic ports
Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Cb—Chicago
Cbrn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gf—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
Ml—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nf—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
Sa—Savannah
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
Va—Vancouver
Wi—Wilmington

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
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ABIDJAN

12/1	Del Monte	Delta	N012/18
12/17	Del Sol	Delta	N01/2
1/5	Del Oro	Delta	N01/22

ACAJUTLA

11/19	Leon	UFruit	Cr ¹¹ /22 Hol1/29 N012/1
12/3	Lempa	UFruit	Cr ¹² /6 Hol2/13 N012/15
12/11	Choluteca	UFruit	Cr ¹² /15 NY12/23

AMAPALA

11/14	Leon	UFruit	Cr ¹¹ /22 Hol1/29 N012/1
11/28	Lempa	UFruit	Cr ¹² /6 Hol2/13 N012/15
12/7	Choluteca	UFruit	Cr ¹² /15 NY12/23

ANGRA DOS REIS

11/28	Pathfinder	PAB	LA12/20 SF1/1 Val/10 Sel/9 Po1/15
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BARRANQUILLA

11/13	Lovland	UFruit	NY11/24
11/13	Santa Teresa	Grace	NY11/21 PA11/24
11/20	Santa Catalina	Grace	NY11/28 Ba12/1
11/28	Santa Fe	Grace	LA12/19 SF12/21 Sel2/27
12/1	Catherine Sartori	UFruit	NY12/8
12/15	Lovland	UFruit	NY12/22
12/29	Catherine Sartori	UFruit	NY1/5

BARRIOS

11/12	La Playa	UFruit	Hol1/17 N011/19
11/17	Kirsten Torm	UFruit	NY11/20
11/19	Orotava	UFruit	Hol1/24 N011/26
11/26	Marna	UFruit	Hol2/1 N012/3

SAILS	SHIP	LINE	DUE
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12/1	Copan	UFruit	NY12/8
12/3	La Playa	UFruit	Hol2/8 N012/10
12/10	Orotava	UFruit	Hol2/15 N012/17
12/11	Kirsten Torm	UFruit	NY12/18
12/15	Else Nielsen	UFruit	NY12/22
12/17	Marna	UFruit	Hol2/21 N012/23
12/24	La Playa	UFruit	Hol2/29 N012/31
12/25	Candida	UFruit	NY1/1

BUENAVENTURA

11/11	Merchant	Gulf	Hol1/22 N011/25
11/12	Santa Barbara	Grace	NY11/19
11/16	Santa Cruz	Grace	LA11/30 SF12/2 Sel2/8
11/19	Santa Luisa	Grace	NY11/26
11/23	Shipper	Gulf	Hol2/5 N012/9
11/26	Santa Isabel	Grace	NY12/3
12/3	Santa Cecilia	Grace	NY12/10
12/5	Santa Fe	Grace	LA12/19 SF12/21 Sel2/27

CARTAGENA

11/10	Santa Monica	Grace	NY11/14
11/17	Santa Paula	Grace	NY11/21
11/24	Santa Rosa	Grace	NY11/28

CORTES

11/11	Kirsten Torm	UFruit	NY11/20
11/13	Else Nielsen	UFruit	NY11/24
11/13	La Playa	UFruit	Hol1/17 N011/19
11/22	Cubahama	UFruit	N011/25
11/25	Candida	UFruit	NY12/4
11/27	Copan	UFruit	NY12/8
11/27	Marna	UFruit	Hol2/1 N012/3
12/6	Cubahama	UFruit	N012/9
12/9	Kirsten Torm	UFruit	NY12/18
12/11	Orotava	UFruit	Hol2/15 N012/17

NOVEMBER, 1956

Regular Service

From The Principal Brazilian Ports To:
NEW YORK NEW ORLEANS



Lloyd BRASILEIRO

(Patrimonio Nacional)

Owned and operated exclusively by the Brazilian Government, LLOYD BRASILEIRO includes the American Line in its list of services vital to Brazil's trade relations with the commercial centres of the world. The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

Bringing North and South America nearer each other. LLOYD BRASILEIRO makes the Good Neighbor a Close Neighbor.

NEW YORK
17 Battery Place

NEW ORLEANS
305 Board of Trade Bldg.

ship via



Gulf & So. American Steamship Co.



serving the West Coast of South America

Fortnightly American Flag Service...
fast, efficient service from Gulf Ports—
with Limited Passenger Accommodations.
Expert cargo handling. Contact us today!

Gulf & So. American Steamship Co.

620 Gravier Street New Orleans, La.

In Other Cities Contact Grace or Lykes

SAILS	SHIP	LINE	DUE
12/11	Eise Nielsen	UFruit	NY12/22
12/20	Cubahama	UFruit	N012/23
12/23	Candida	UFruit	NY12/25
12/25	La Playa	UFruit	Ho12/29 N012/31

CRISTOBAL

11/23	Leon	UFruit	Ho11/29 N012/1
12/7	Lempa	UFruit	Ho12/13 N012/15
12/16	Choluteca	UFruit	NY12/23
12/21	Teide	UFruit	Ho12/28 N012/30

DAR es SALAAM

11/22	Roebiah	Nedlloyd	NY12/25 Ba12/29 LA1/13 SF1/16 Po1/20 Se1/24 Val/26
11/23	Afr Moon	Farrell	NY12/19
12/4	Mayo	Lykes	Gulf1/3
12/16	Afr Rainbow	Farrell	NY1/11
12/29	Lawak	Nedlloyd	NY1/31 Ba2/3 LA2/18 SF2/21 Po2/25 Se3/1 Va3/3
1/3	Francois	Dreyfus	NY2/1 N02/11
1/8	Kertosono	Nedlloyd	NY2/9 LA2/25 SF2/28 Po3/4 Se3/8 Va3/10

LA GUAIRA

11/19	Rio Jachal	Arg-State	NY11/24
12/3	Rio Tunuyan	Arg-State	NY12/8
12/24	Rio de La Plata	Arg-State	NY12/29
1/7	Rio Jachal	Arg-State	NY1/12
1/21	Rio Tunuyan	Arg-State	NY1/26

LA LIBERTAD

11/17	Leon	UFruit	Cr11/22 Ho11/29 N012/1
12/1	Lempa	UFruit	Cr12/6 Ho12/13 N012/15
12/10	Choluteca	UFruit	Cr12/15 NY12/23

LA UNION

11/15	Leon	UFruit	Cr11/22 Ho11/29 N012/1
11/29	Lempa	UFruit	Cr12/6 Ho12/13 N012/15
12/9	Choluteca	UFruit	Cr12/15 NY12/23

LIMON

11/10	Teide	UFruit	N011/15
11/17	Lovland	UFruit	NY11/24
11/22	Candida	UFruit	NY12/4
11/24	Leon	UFruit	Ho11/29 N012/1
11/28	Catherine Sartori	UFruit	NY12/8
12/6	Kirsten Torm	UFruit	NY12/18
12/8	Lempa	UFruit	Ho12/13 N012/15
12/12	Lovland	UFruit	NY12/22
12/20	Candida	UFruit	NY12/25
12/22	Teide	UFruit	Ho12/28 N012/30
12/26	Catherine Sartori	UFruit	NY1/5

LOBITO

11/10	Afr Dawn	Farrell	NY12/1
11/21	Fernriver	Am-WAfr	USA12/30
12/3	Afr Glen	Farrell	NY12/24
12/5	Tabor	Am-WAfr	USA1/15
12/6	Afr Glade	Farrell	NY1/5
12/30	Tungsha	Am-WAfr	USA2/15

LUANDA

11/17	Del Monte	Delta	N012/18
11/19	Fernriver	Am-WAfr	USA12/15
11/30	Afr Glen	Farrell	NY12/24
12/3	Tabor	Am-WAfr	USA1/15
12/3	Del Sol	Delta	N01/2
12/3	Afr Glade	Farrell	NY1/5
12/27	Del Oro	Delta	N01/22

MARACAIBO

11/10	Santa Monica	Grace	Pa11/19 NY11/20
11/17	Santa Sofia	Grace	Ba11/26 NY11/27
11/24	Santa Clara	Grace	Pa12/3 NY12/4

MATADI

11/14	Fernriver	Am-WAfr	USA12/30
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SAILS	SHIP	LINE	DUE
11/21	Del Monte	Delta	N012/18
11/27	Afr Glen	Farrell	NY12/24
11/29	Tabor	Am-WAfr	USA1/15
11/30	Afr Glade	Farrell	NY1/5
12/7	Del Sol	Delta	N01/2
12/24	Del Oro	Delta	N01/22

MOMBASA

11/13	Afr Moon	Farrell	NY12/19						
11/25	Roebiah	Nedlloyd	NY12/25	Ba12/29	LA1/13	SF1/16	Pol/20		
							Sel/24	Val/26	
11/30	Mayo	Lykes	Gulf 1/3						
12/6	Afr Rainbow	Farrell	NY1/11						
12/29	Francois	Dreyfus	NY2/1	N02/11					
1/3	Lawak	Nedlloyd	NY1/31	Ba2/3	LA2/18	SF2/21	Pol/25	Se3/1	
								Va3/3	
1/12	Kertosono	Nedlloyd	NY2/9	LA2/25	SF2/28	Pol/34	Se3/8	Va3/10	

PARANAGUA

11/11	Mormactea	Mormac	Ba11/29	NY12/1	Bol2/4	Pal2/6			
11/11	Nopal Branco	Nopal	N012/1	Hol2/5					
11/12	Del Viento	Delta	N012/2	Hol2/7					
11/14	Mormacelm	Mormac	NY12/3	Bol2/6	Pal2/8	Ba12/10	Nf12/11		
11/14	Antonina	Brodin	Ba12/4	NY12/6	Bol2/9	Pal2/11			
11/18	Bow Santos	IFC	NY12/7	Pal2/9	Ba12/11	Bol2/14	Ha12/17		
11/20	Alphacca	Hol-Int	NY12/9	Bol2/11	Pal2/13	Ba12/14	HR12/15		
11/21	Mormacoak	Mormac	Jx12/9	NY12/13	Bol2/16	Pal2/18	Ba12/20		
11/21	Canada	Lloyd	N01/10	Hol2/15					
11/22	Peter Jebben	Nopal	N012/14	Hol2/17					
11/22	Panama	Lloyd	NY12/13						
11/24	Mormacmar	Mormac	LA12/20	SF12/23	Val2/29	Sel2/31	Pol/2		
11/25	Siranger	Wes-Lar	LA12/26	SF12/28	Pol/2	Sel/4	Val/5		
11/26	Del Valle	Delta	N012/16	Hol2/21					
11/27	Mormacsurf	Mormac	Ba12/17	Pal2/19	NY12/20	Bol2/24	Ha12/27		
12/3	Mormacreed	Mormac	NY12/24	Bol2/28	Pal2/30	Ba12/31	Nf1/2		
12/3	Pathfinder	PAB	LA12/20	SF1/1	Sel/9	Val/10	Pol/15		
12/4	Bow Plate	IFC	NY12/21	Pal2/23	Ba12/25	Bol2/28	Ha12/31		
12/5	Santos	Stockard	NY12/23	Bol2/27	Pal2/30	Ba12/31			
12/8	Del Aires	Delta	N012/28	Hol/2					
12/13	Buenos Aires	Stockard	NY12/31	Ba1/3	Pal/6	Ba1/7			
12/17	Del Alba	Delta	N01/6	Hol/11					
12/21	Mormacland	Mormac	LA1/15	SF1/18	Val/23	Sel/25	Pol/27		
12/30	Del Mundo	Delta	N01/20	Hol/25					
1/10	Montevideo	Stockard	NY1/28	Bol/30	Pa2/2	Ba2/3			

PUNTARENUS

11/10	Leon	UFruit	C#11/22	Hol1/29	N012/1				
11/24	Lempa	UFruit	C#12/6	Hol2/13	N012/15				
12/3	Choluteca	UFruit	C#12/15	NY12/23					

RIO de JANEIRO

11/10	Alpherat	Hol-Int	NY11/25	Ba11/27	Pal1/29	Ba11/30	HR12/1		
11/13	Cuba	Lloyd	NY11/28						
11/15	Nopal Branco	Nopal	N012/1	Hol2/5					
11/15	Del Viento	Delta	N012/2	Hol2/7					
11/17	Mormacmar	Mormac	LA12/20	SF12/23	Val2/29	Sel2/31	Pol/2		
11/18	Mormacelm	Mormac	NY12/3	Bol2/6	Pal2/8	Ba12/10	Nf12/11		
11/19	Antonina	Brodin	Ba12/4	NY12/6	Bol2/9	Pal2/11			
11/20	Bow Santos	IFC	NY12/7	Pal2/9	Ba12/11	Bol2/14	Ha12/17		
11/22	Del Norte	Delta	N012/6						
11/24	Rio Tunuyan	Arg-State	NY12/8						
11/24	Alphacca	Hol-Int	NY12/9	Bol2/11	Pal2/13	Ba12/14	HR12/15		
11/26	Canada	Lloyd	N012/10	Hol2/15					
11/26	Peter Jebben	Nopal	N012/14	N012/17					
11/27	Pathfinder	PAB	LA12/20	SF1/1	Sel/9	Val/10	Pol/15		
11/28	Panama	Lloyd	NY12/13						
11/28	Argentina	Mormac	NY12/10						
11/29	Del Valle	Delta	N012/16	Hol2/21					
11/30	Siranger	Wes-Lar	LA12/26	SF12/28	Pol/2	Sel/4	Val/5		
12/2	Mormacsurf	Mormac	Ba12/17	Pal2/19	NY12/20	Bol2/24	Ha12/27		
12/6	Del Sud	Mormac	NY12/10						
12/6	Bow Plate	IFC	NY12/21	Pal2/23	Ba12/25	Bol2/28	Ha12/31		
12/8	Santos	Stockard	NY12/23	Bol2/27	Pal2/30	Ba12/31			
12/8	Mormacreed	Mormac	NY12/24	Bol2/28	Pal2/30	Ba12/31	Nf1/2		
12/11	Del Aires	Delta	N012/28						
12/14	Mormacland	Mormac	LA1/15	SF1/18	Val/23	SF1/25	Pol/27		
12/15	Rio de La Plata	Arg-State	NY12/29						
12/16	Buenos Aires	Stockard	NY12/31	Bol/3	Pal/6	Ba1/7			
12/20	Del Alba	Delta	N01/6	Hol/11					
12/28	Del Mar	Delta	N01/10						
12/29	Rio Jachael	Arg-State	NY1/12						
1/12	Rio Tunuyan	Arg-State	NY1/26						
1/13	Montevideo	Stockard	NY1/28	Bol/30	Pa2/2	Ba2/3			

NOVEMBER, 1956

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SANTOS

11/10 Mormacsea	Mormac	NY11/24	Bol1/27	Pal1/29	Bal2/1	Nf12/2
11/12 Cuba	Lloyd	NY11/28				
11/13 Nopal Branco	Nopal	N012/1	Hol2/5			
11/14 Del Viento	Delta	N012/2	Hol2/7			
11/14 Mormacsea	Mormac	Bal1/29	NY12/1	Bol2/4	Pal2/6	
11/17 Mormacelm	Mormac	NY12/3	Bol2/6	Pal2/8	Bal2/10	Nf12/11
11/17 Antonina	Brodin	Bal2/4	NY12/6	Bol2/9	Pal2/11	
11/21 Del Norte	Delta	N012/6				
11/22 Bow Santos	IFC	NY12/7	Pal2/9	Bal2/11	Bol2/14	Hal2/17
11/22 Mormacmar	Mormac	LA12/20	SF12/23	Val2/29	Sel2/31	Pol2
11/23 Rio Tunuyan	Arg-State	NY12/8				
11/23 Alphacca	Hol-Int	NY12/9	Bol2/11	Bal2/13	Bal2/14	HR12/15
11/24 Peter Jebesen	Nopal	N012/14	Hol2/17			
11/24 Mormacoak	Mormac	Jx12/9	NY12/13	Bol2/16	Pal2/18	Bal2/20
11/25 Canada	Lloyd	N012/10	Hol2/15			
11/26 Argentina	Mormac	NY12/10				
11/27 Panama	Lloyd	NY12/13				
11/28 Siranger	Wes-Lar	LA12/6	SF12/28	Pol2	Sel1/4	Val5
11/28 Del Valle	Delta	N012/16	Hol2/21			
12/1 Pathfinder	PAB	LA12/20	SF1/1	Sel1/9	Val1/10	Pol1/15
12/1 Mormacsurf	Mormac	Bal2/17	Pal2/19	NY12/20	Bol2/24	Hal2/27
12/5 Del Sud	Delta	N012/20				
12/7 Mormacreed	Mormac	NY12/24	Bol2/28	Pal2/30	Bal2/31	Nf1/2
12/7 Santos	Stockard	NY12/23	Bol2/27	Pal2/30	Bal2/31	
12/8 Bowplate	IFC	NY12/21	Pal2/23	Bal2/25	Bol2/28	Hal2/31
12/11 Del Aires	Delta	N012/28	Hol2/2			
12/14 Rio de La Plata	Arg-State	NY12/29				
12/15 Buenos Aires	Stockard	NY12/31	Bol3	Pal6	Bal7	
12/19 Mormacland	Mormac	LA1/15	SF1/18	Val1/23	Sel1/25	Pol2/27
12/20 Del Alba	Delta	N01/6	Hol1/11			
12/28 Del Mar	Delta	N01/10				
12/28 Rio Jachal	Arg-State	NY1/12				
1/11 Rio Tunuyan	Arg-State	NY1/26				
1/12 Montevideo	Stockard	NY1/28	Bol1/30	Pa2/2	Ba2/3	

TAMATAVE

11/12 Robert	Dreyfus	NY12/17	N012/28
12/14 Francois	Dreyfus	NY2/1	N02/11
1/16 Charles	Dreyfus	NY2/24	N03/3

TANGA

11/18 Afr Moon	Farrell	NY12/19	
11/23 Roebiah	Nedlloyd	NY12/25	LA1/13 SF1/16 Pol1/20 Sel1/24 Val1/26
11/26 Mayo	Lykes	Gulf1/3	
12/11 Afr Rainbow	Farrell	NY1/11	
12/30 Lawak	Nedlloyd	NY1/31	Ba2/3 LA2/18 SF2/21 Po2/25 Se3/1 Va3/3
12/31 Francois	Dreyfus	NY2/1	N02/11
1/9 Kertosono	Nedlloyd	NY2/9	LA2/25 SF2/28 Po3/4 Se3/8 Va3/10

VICTORIA

11/17 Del Viento	Delta	N012/2	Hol2/7
11/27 Canada	Lloyd	N012/10	Hol2/15
11/28 Peter Jebesen	Nopal	N012/14	Hol2/17
12/1 Del Valle	Delta	N012/16	Hol2/21
12/13 Del Aires	Delta	N012/28	Hol2/2
12/22 Del Alba	Delta	N01/6	Hol1/11
1/5 Del Mundo	Delta	N01/20	Hol1/25

TEA BERTHS

CALCUTTA

11/10 Andrew Jackson	Isthmian	N012/19	
11/10 Exchange	Am-Exp	Bol2/15	NY12/17
11/22 Exhibitor	Am-Exp	Bol2/27	NY12/29
12/8 Wonorato	JayPac	SF1/10	LA1/15 Pol1/28 Se2/3 Va2/7
12/10 Steel Surveyor	Isthmian	N01/17	
12/10 Exminster	Am-Exp	Bol1/15	NY1/17
12/23 Express	Am-Exp	Bol1/28	NY1/29

COCHIN

11/16 Steel Vendor	Am-Pres	NY1/2	Bol9	Bal12	HR1/14	LA1/29	SF2/1
11/17 Poik	Isthmian	Bol2/9	NY12/10				
11/20 Exchange	Am-Pres	NY12/23	Bal2/29	HR12/31	SF1/19		
11/29 Jackson	Am-Exp	Bol2/15	NY12/17				
11/29 Exhibitor	Am-Exp	Bol2/27	NY12/29				
11/30 Steel Executive	Isthmian	Bol2/24	NY12/25				

SAILS	SHIP	LINE	DUE
12/14	Grant	Am-Pres	NY1/20 Ba1/26 HR1/28 SF2/15
12/16	Steel Artisan	Isthmian	Bo1/8 NY1/9
12/20	Exminster	Am-Exp	Bo1/15 NY1/17
12/26	Adams	Am-Pres	NY1/30 Bo2/6 Ba2/9 HR2/11 LA2/26 SF3/1
12/30	Express	Am-Exp	Bo1/28 NY1/29
12/30	Steel Director	Isthmian	Bo1/23 NY1/24

COLOMBO

11/14	Ranee	Cunard	Bo12/16 NY12/17 Pa12/20 Nf12/23 Ba12/25
11/14	Polk	Am-Pres	NY1/2 Bo1/9 Ba1/12 HR1/14 LA1/29 SF2/1
11/14	Marwarri	Cunard	Sa12/14 N012/19 Ho12/22 Ga12/23
11/14	Polk	Am-Pres	NY12/23 Ba12/29 HR12/31 SF1/19
11/14	Steel Vendor	Isthmian	Bo12/9 NY12/10
11/15	Exchange	Am-Exp	Bo12/15 NY12/17
11/16	Andrew Jackson	Isthmian	N012/19
11/20	Laura	Maersk	NY12/24 Ha1/7
11/22	Nanusa	JavPac	LA1/3 SF1/8 Po1/13 Se1/16 Val/19
11/26	Jackson	Am-Pres	NY1/2 Bo1/9 Ba1/12 HR1/14 LA1/29 SF2/1
11/27	Exhibitor	Am-Exp	Bo12/27 NY12/29
11/28	Steel Executive	Isthmian	Bo12/24 NY12/25
12/5	Lars	Maersk	NY1/5 Ha1/19
12/14	Steel Artisan	Isthmian	Bo1/8 NY1/9
12/15	Exminster	Am-Exp	Bo1/15 NY1/17
12/15	Steel Surveyor	Isthmian	N01/17
12/19	Olga	Maersk	NY1/19 Ha2/3
12/24	Adams	Am-Pres	NY1/30 Bo2/6 Ba2/9 HR2/11 LA2/26 SF3/1
12/28	Express	Am-Exp	Bo1/28 NY1/29
12/28	Steel Director	Isthmian	Bo1/23 NY1/24
12/31	Eidanger	Maersk	NY2/6 Ha2/18
1/19	Lica	Maersk	NY2/19 Ha3/5

DJAKARTA

11/16	Steel Artisan	Isthmian	Bo1/8 NY1/9
11/18	Lars	Maersk	NY1/5 Ha1/19
11/27	Fillmore	Am-Pres	LA1/8 NY1/24 Ba1/28 Bo2/1
12/1	Steel Director	Isthmian	Bo1/23 NY1/24
12/11	Harding	Am-Pres	LA1/24 NY2/9 Ba2/13 Bo2/17
12/18	Eidanger	Maersk	NY2/6 Ha2/18
12/28	Arthur	Am-Pres	LA2/8 NY2/24 Ba2/28 Bo3/4
1/18	Trein	Maersk	NY3/8 Ha3/21

DJIBOUTI

11/21	Ranee	Cunard	Bo12/16 NY12/17 Pa12/20 Nf12/23 Ba12/25
11/21	Steel Vendor	Isthmian	Bo12/9 NY12/10
11/26	Exchange	Am-Exp	Bo12/15 NY12/17
12/2	Roebiah	Nedlloyd	NY12/25 Ba12/29 LA1/13 SF1/16 Po1/20 Se1/24 Val/26
12/5	Steel Executive	Isthmian	Bo12/24 NY12/25
12/21	Steel Artisan	Isthmian	Bo1/8 NY1/9
12/24	Francois	Dreyfus	NY2/1 N02/11
12/26	Exminster	Am-Exp	Bo1/15 NY1/17
1/5	Steel Director	Isthmian	Bo1/23 NY1/24
1/9	Lawak	Nedlloyd	NY1/31 Ba2/3 LA2/18 SF2/21 Po2/25 Se3/1 Va3/3
1/18	Kertosono	Nedlloyd	NY2/9 LA2/25 SF2/28 Po3/4 Se3/8 Va3/10

HONG KONG

11/11	Pioneer Main	Pioneer	NY12/12
11/18	Effie	Maersk	LA12/10 NY12/27
11/20	Cleveland	Am-Pres	SF12/8 LA12/16
11/22	Tyler	Am-Pres	LA12/8 NY12/24 Ba12/29 Bo1/2
11/24	Johnson	Am-Pres	SF12/12 LA12/15
11/24	Grant	Am-Pres	NY1/20 Ba1/26 HR1/28
11/30	Taft	Am-Pres	SF12/29 LA12/18
12/3	Chastine	Maersk	SF12/25 NY1/9
12/7	Adams	Am-Pres	NY1/30 Bo2/6 Ba2/9 HR2/11
12/18	Nicoline	Maersk	LA1/11 NY1/27
12/23	Fillmore	Am-Pres	LA1/8 NY1/24 Ba1/28 Bo2/1
12/24	Monroe	Am-Pres	NY2/17 Ba2/23 HR2/25
1/3	Johannes	Maersk	SF1/25 NY2/9
1/18	Marit	Maersk	LA2/10 NY2/26
2/3	Sally	Maersk	NY3/8 Ha3/21

KOBE

11/15	Pioneer Main	Pioneer	NY12/12
11/19	Johnson	Am-Pres	SF12/12 LA12/15
11/24	Cleveland	Am-Pres	SF12/8 LA12/16
11/24	Effie	Maersk	LA12/10 NY12/27
11/25	Taft	Am-Pres	LA12/18 SF12/29
12/9	Chastine	Maersk	SF12/25 NY1/9
12/25	Nicoline	Maersk	LA1/11 NY1/27
1/9	Johannes	Maersk	SF1/25 NY2/9
1/24	Marit	Maersk	LA2/10 NY2/26
2/9	Sally	Maersk	SF2/25 NY3/13

NOVEMBER, 1956

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SAILS SHIP LINE DUE

SHIMIZU

11/11	Rita	Maersk	SF11/25 NY12/12
11/17	Pioneer Main	Pioneer	NY12/12
11/26	Effie	Maersk	LA12/10 NY12/27
12/11	Chastine	Maersk	SF12/25 NY1/9
12/27	Nicoline	Maersk	LA1/11 NY1/27
1/11	Johannes	Maersk	SF1/25 NY2/9
1/26	Marit	Maersk	LA2/10 NY2/26
2/11	Sally	Maersk	SF2/25 NY3/13

YOKOHAMA

11/15	Rita	Maersk	SF11/25 NY12/12
11/19	Pioneer Main	Pioneer	NY12/12
11/30	Effie	Maersk	LA12/10 NY12/27
12/15	Chastine	Maersk	SF12/25 NY1/9
12/31	Nicoline	Maersk	LA1/11 NY1/27
1/15	Johannes	Maersk	SF1/25 NY2/9
1/31	Marit	Maersk	LA2/10 NY2/26
2/15	Sally	Maersk	SF2/25 NY3/13

¹ Accepts freight for New York, with transshipment at Cristobal, C. Z.

coffee meets the quality challenge

(Continued from page 58)

the conspicuous long-run growth of European demand for milds. This reinforces the upward pressure on mild prices. Second, not only did consumption of all coffees expand in 1956, but consuming nations replenished inventories which were whittled down in 1945-55. Demand for inventory added further impetus to price advances in milds and in good-drink Brazils. Although some growths moved up and others moved down, the net movement of wholesale and retail prices was somewhat higher. It did pose an ultimate price threat to consumption.

Consumption still thriving

The 1955-56 uptrend in world consumption has been undaunted by the extent of the price rise. Thus far, in the United States, roastings in the first nine months of the year have surpassed those of any comparable period in recent years. Even allowing for larger roasted inventories, use seems to have recovered to the 1953 level, and then exceeded by at least 3% or 4%. In recent months roastings have been running 5% to 20% above the 1953 level, despite the last round of price advances. In Europe, expansion in use in the last few years has been proceeding at an even faster clip. Already 10% or more ahead of 1953, it continues to show signs of unmitigated growth.

Why the continued strength in consumption despite price advances in 1956 at wholesale and retail? First, as we already indicated, the average retail advance was much smaller than the rise in mild prices. Within a certain limited range, price advances at retail sometimes go relatively unnoticed. Since the year began, retail prices in the U. S. rose 10% to 15%. Yet some bag packed blends are still under 90¢. Moreover, coffee has been blessed with the absence of the unfavorable publicity which attended the 1954 rise. In Europe, where retail prices are generally higher than they are here, the percentage rise was still smaller. Second, we have to reckon the fact that overall retail food prices have been higher in recent years. To some extent, it appears the consumer has become habituated to higher prices than those which prevailed before 1953. Third, forward strides in world income have helped to condition acceptance of these prices, and made a distinct contribution to the revival of a flourishing European demand.

A number of other helpful changes have taken place. Favorable developments in use patterns have been indicated in the U. S. The growing expansion in instant coffee—rather than reducing bean use as was feared earlier—appears to have rebounded to coffees advantage. In a large measure, instant coffee has supplemented rather than replaced regular coffee. Furthermore, out-of-home consumption seems to be growing, with the "coffee break" a more and more entrenched institution. Industry public-relations have been conducted admirably, helping to preserve an atmosphere conducive to friendship for coffee.

Outlook

What does the future hold in store? Good promotion in an era of income and population growth presages further gains in usage. But quality and price remain the prerequisite: good quality coffee must be forthcoming in adequate quantity and at a price which will encourage the consumers' natural predilection for a fine drink.

There are a number of reasons for thinking the worst peril to consumption has passed. For one thing, consumer inventories—though still not extraordinarily large—are far better than they were a year ago. The urgent need which developed on these grounds a year ago cannot arise again. Second, early forecasts of mild production in the coming season are optimistic, encouraging the belief that the current pinch on milds will be alleviated. Present forecasts suggest an increase of perhaps 2,000,000 bags in mild production vs. last year. It must be recognized, however, that carryover of milds are negligible and stocks in Colombia have to be replenished. There may or may not be mild abundance but there should be adequacy.

On the other hand, a grave problem this season is posed in Brazil. The 1956-57 crop will be unquestionably small and extensively rain-damaged. Even with vast carryover supplies, it appears good-drink coffees will be sparser than they were last year. As we have indicated, the serious challenge to use in 1956 was the problem of maintaining quality to the consumer. In view of the Brazilian situation, that problem may persist in 1957.

What is needed to cope with this problem? We would say: (1) a determined effort by producers to move good-drink coffees to consumers as smoothly and speedily as conditions permit; (2) a long-term program to improve quality at the source; (3) a sustained effort by the consuming industry to maintain blend quality; (4) a continuation of a forceful and intelligent public relations effort. It remains

of utmost urgency that the public understand any price changes prompted by extensive rain damage in Brazil.

The outlook for 1957 is one of opportunity and challenge. The hope is that recognition of quality coffee will expand enough to satisfy consumers at appealing prices. The danger is one of uneven development—of upward pressure on prices which might cut short or even reverse the growth trend now underway in consumption. Surmounting this problem is clearly a primary concern. Everyone stands to gain from expanded production and use. Happily, the possibilities of both are excellent.

facts for coffee men

(Continued from page 60)

facturing establishments, will show separate data on the number of establishments primarily engaged in roasting coffee, their payrolls and employment, and the value of their products shipped during 1954.

The Census of Business, which covers all wholesale, retail, and service establishments, will provide a measure of roasted coffee sold during 1954 by firms roasting coffee but classified as wholesalers rather than manufacturers.

Information on the number of coffee, tea and spice wholesalers will also be shown, together with their sales volume, year-end inventories, operating expenses, payroll and employment.

Coffee roasters and importers can also find in the results of the Census of Business such valuable market information as the number of wholesale grocers and the numbers of retail food stores and eating and drinking places in operation at the end of 1954; their distribution by areas such as state, county, city, standard metropolitan area or central business district; their sales volume, inventories, payroll, and other economic characteristics.

Current trends

While data from the Economic Census provide information on the location and potential of the important retail and wholesale outlets for coffee, current indicators of business conditions in these outlets are available from a series of monthly Trade Reports. Sales and inventory trends and stock sales ratios are shown for both general-line and specialty-line grocery wholesalers in the Bureau's



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Boston: Boston Shipping Corp.
Baltimore: Penn-Maryland S.S. Corp.

Monthly Wholesale Trade Report. Estimates of sales volume in retail food stores and in eating and drinking places are shown in the Bureau's Monthly Retail Trade Report.

Population

Data on the U. S. population, its distribution and its characteristics are also of great importance to the coffee industry, as it is to all other businesses which use this information to help locate their markets and to gear their production and distribution efforts to market demand.

These data are available from the decennial censuses—the most recent covering 1950—as well as from a monthly series of Current Population Reports which indicate interim changes in the population and its characteristics, and also provide information on consumer income and the size of the labor force.

General

Further information on the availability of Census data can be obtained by writing to the Director, Bureau of Census, Washington 25, D. C. A catalog of U. S. Census Publications, containing detailed descriptions of the reports issued by the Bureau, is issued quarterly. This catalog, designed to give users of published Census statistics a direct method of locating information, is available, on a subscription basis, from the Superintendent of Documents, U. S. Government Printing Office, Washington, D. C.

public relations for attitudes, markets

(Continued from page 64)

coffee. One million copies have been sent to public and parochial high schools as an insert in Senior Scholastic Magazine. Acceptance of "The Magic Bean" by Scholastic Magazine is in itself an accomplishment.

Further, to implement the long range program of public relations, "The Magic Cup" has been produced. This is a movie about coffee designed to be shown on television, to schools and to other groups. It is not a documentary, nor a straight selling type of movie. It tells the story of coffee and the enjoyment of a cup of coffee in the life of the United States.

The work of the Pan-American Coffee Bureau has done much to promote coffee in the United States. It is

hardly necessary to point out the increase in consumption during the period of the Bureau's promotional activity.

Fortunately, the whole coffee trade has become cognizant of the necessity for improved public relations, and has taken upon itself, as individuals, the spreading of the gospel of the value of a cup—and cups—of coffee.

a coffee "character" in advertising?

(Continued from page 64)

but also tomorrow's coffee drinkers. An example of what can be done toward bringing new coffee drinkers into the fold was the great impetus given the drinking of coffee during the Armed Services operations in recent years. Many a young man in the Army became a moderate to heavy coffee drinker, and those in the Navy will all tell you the coffee pot was never cold on the ships. As one man expressed it, "There was always a hot pot of coffee on the U.S.S. Lexington, and never a cold one, until she sank."

Beyond all purely selfish reasons for wishing to see coffee consumption spiral upwards is the thought that in the coming years competition on all manufactured goods is going to increase. For that reason, the more coffee we can buy from our Latin American neighbors, and the better standard of living they can enjoy, the more export business we may expect. The dollars we spend for coffee are not lost in any sense. Besides buying the best drink in the world, the dollars also return to us in payment for our own products from all over the U. S.

You could not ask for a better bargain, so it behooves all of us to do our part to make a real try for the extra 8,000,000 bags.

58,000,000 pounds of new business

(Continued from page 61)

long struggle and make the fruits of victory available to the association's members.

I think that there are times when, absorbed in the interests of our individual firms, we are inclined to under-evaluate the many services which our national association is constantly rendering to the industry at large.

If this salute quickens members' recognition of what the National Coffee Association is doing for them, then I will be very happy that I have written it.

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DODERO LINES

(F.A.N.U.)

**Brazil to United States
Atlantic & Gulf Ports**

General Agents

COSMOPOLITAN SHIPPING COMPANY, Inc.
42 BROADWAY, NEW YORK 4, N. Y.

coffee's most dynamic period

(Continued from page 109)

pleasures of better coffee which, barring events of a catastrophic nature, is guaranteed to be in adequate supply into the foreseeable future.

For the growers of Colombia's fine coffees, the Federation has initiated and financed many programs which seek to raise the farmers standard of living as rapidly as possible. Literally thousands of new homes have been constructed for coffee farmers, tens of thousands of farm buildings, concrete drying patios, aqueducts, fresh water wells and depulping machines have been constructed or made available to the farmers. In cooperation with Colombia's Departments of Education and Health, the Federation has sponsored school construction and rural health programs.

Recently, the Federation has put extra effort behind a program to improve the already high quality of our exported coffees. Not only are our experts from the scientific center at Chinchina disseminating a greater volume of information aimed at quality control, but the Federation is also urging the banks to extend loans to farmers for the purpose of improving the crop.

The Federation takes part in these activities because it believes that quality coffee in adequate supply is the first requisite of a healthy coffee industry. We have great faith in our allies, the U.S. processing trade and the trade of other consuming countries. Essentially, their objectives are equal to ours. And if a true spirit of co-operation pervades the industry as a whole, the future of coffee will be virtually unlimited.

coffee hurdles in France

(Continued from page 129)

are much too heavy for the high quality coffees, and the roasters are starved for these essential elements for blends.

We are not at all abashed by these various dangers, and we are working for a constructive plan which may bring brighter days for our trade.

While awaiting a solution to the capital problem of the overseas territories, by means of long-term agreements, we hope to initiate soon a promotion campaign

in order to increase coffee consumption.

The first aim is, of course, to increase general consumption. But we must also get a better knowledge of consumers' desires, tastes and, distates. A larger general consumption means necessarily larger quantities of good coffee for the roasters' blendings, and it means larger imports from both French territories and foreign countries, Brazil and milds.

Our promotion campaign will aim to educate the French consumer, who has never recovered from the shock received during the war, when he was drinking roasted barley, date kernels and hazel shells under the name of "national coffee". Many young people have never tasted a real good cup of coffee, and they must learn what to buy and how to brew it properly.

Our promotion campaign will try to educate the African grower, who has never realized how different are various coffee species and how long is the gap between present production and one really meeting the consumer's needs and tastes.

the alarming price gap

(Continued from page 127)

coffees, essentially Africans, the desire for a better quality slackens, and progressively coffee itself ceases to be a favorite drink. At the southern border of our country, French people do not trouble any more to pass the frontier to get better or finer coffee here, although prices are not prohibitive for them.

Thus we consider that the current price advance is worse than any increase in recent years because it threatens the favor coffee enjoys here, and it introduces practices and changes in the taste of the people which can be prejudicial in the future.

When the desire for good coffee is threatened by circumstances, the immediate problem is in supporting the reputation of the product by means of good public relations.

Up to a few years ago Europe was still the crippled cousin, but since then it has grown sound and vigorous again. Producing countries should keep in mind their markets in Europe, and start to assist the continent's industry in its efforts to increase consumption of better coffee.

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Free And Bonded Warehouses

pushbutton coffee plants

(Continued from page 83)

be controlled, not just automatically, but from a central control point. These remarks emphasize the importance of adequate and well-planned bin systems, together with bin indicators tied into the control panel, so that the panel operator knows at all times what bins are full or empty and what steps he must take to keep the flow even throughout the system.

It is also important to stress the fact that smaller plants, with one, two or three roasters, can benefit just as much proportionately from this pushbutton trend as can the really large operators. Several smaller plants have proved that they have paid many times over for the cost of installing automatic blending systems, for example, by savings in labor and by accuracy of blends.

Now let us go on to the second major processing stage—roasting, cooling and stoning. The continuous roaster and cooler is, of course, by its very nature automatic. The feeder automatically draws coffee from the roaster feed bin at a preset rate. The machine itself automatically develops the bean to any desired degree of roast, and then cools it down for subsequent processing. The coffee is discharged into the stoner, and is automatically conveyed from the stoner to roast coffee storage bins feeding the grinding equipment. Thus, the continuous roaster, now available in sizes from 2,500 lbs./hour on up, fits very naturally into the "perfect plant of the near future."

However, in batch roasting also, much has been accomplished to place operations on a pushbutton basis. You are all familiar with the roaster controls which turn the gas on and off, operate the quenching spray, and open and close dampers automatically. However, you may not have heard of the extension of such control systems in some plants to include hydraulic positioning of the discharge chute to permit discharge of the coffee into the cooler, automatic operation of the cooler and cooling fan for the proper intervals, and even automatic charging of the roaster, discharging of the cooler and operation of the stoner. Thus, a multiple batch roaster plant—even though not as simple to control as a continuous roaster installation—can be made as automatic as you want it to be.

The third major phase of coffee processing—roast coffee handling, grinding and packaging—has also come

in for its share of pushbutton control. Direction of different blends through different grind settings to various packaging lines is again a question of distributors, gates and bin systems controlled by air cylinders and solenoid valves from a central panel. Such a control system can be devised to include starting and stopping of granulators and mills, as well as operation of true-flow bins and elevators which bring the ground coffee to the bag or can line.

There is no need for me to detail the features available in packaging equipment. Canning lines have long been automatic. Assuming sufficient volume, even carton filling, closing, sealing and palletizing can be accomplished without direct labor. On bagging operations, for retail or restaurant sale, several companies offer equipment which can be operated with no labor except inspection.

As far as the growing soluble coffee segment of the industry is concerned, of course all of the processing steps described above—up to and including granulation—are basically the same. From that point on, extraction, drying and packaging equipment—by the very nature of the operation—have to be continuous and highly automatic. This equipment has been successfully developed by a number of manufacturers.

There it is—the pushbutton coffee plant—the "perfect plant of the near future!" Is it practical? Is it efficient? Is it worth the investment?

Yes, it is. It may seem like "fancy trimmings" to many of us who were educated and trained in the pre-electronic era; but like every thing else, the coffee business and coffee processing efficiency standards have changed.

We have some reservations—from a purely practical standpoint. In some coffee plants, as they presently exist, there are building, layout and equipment limitations which make it impossible to realize the maximum application of automation—or the maximum benefit therefrom. But none of us should sell short on pushbutton control. It's here. The trend is toward it. And we should not wait too long before considering thoroughly just how it can help each of us.

White Swan promotes Ferebee

Claude Ferebee, has been promoted to vice president in charge of sales and a member of the board of White Swan Coffee Co., Dallas, Texas.

Before his promotion, Mr. Ferebee was sales manager for the firm, which is currently celebrating its 50th anniversary.

BRODIN LINE

Regular Service for the Coffee Trade

Brazil Ports

TO

United States Atlantic Ports

THOR ECKERT & COMPANY, INC., General Agents

19 RECTOR STREET, NEW YORK 6, N. Y. • Dlgby 4-8686

that extra cup

(Continued from page 85)

would benefit in two very significant ways: one, by selling that extra cup, and two, by selling an extremely improved cup, which is a goal worthy of concentrated effort itself.

To this point we have talked only of our product as sold through the outlet of restaurants and institutions. A far more difficult task looms when we tackle the ultimate consumer through the medium of retail outlets. The much preferred personal contact element is automatically eliminated, and we find ourselves depending on our ability to promote an idea or sale by means other than direct mouth-to-mouth selling.

However, it is not inconceivable to visualize a detailed, successful campaign, either by individual firms advertising their own product, or by the industry as a whole, with the purpose of conveying to the housewife just exactly how many cups of our beverage she derives out of that dollar, as compared to most other beverages. The campaign could also point up the versatility of coffee, as compared to other beverages. What other drink increases efficiency, works as a stimulant, reduces fatigue, and is even used as a sobering agent?

In short, we should utilize every weapon at our disposal to start to enjoy the increased per-capita consumption to an extent similar to that some of our close rivals have been realizing in recent times.

an era of packaging progress

(Continued from page 85)

to develop can-making materials that are readily available on the North American continent.

Before World War II, the most notable advance made in can production methods was the successful substitution of electrolytic plate, using quarter-pound coating, for the

hot-dipped plate with 1½-pound coating used previously. Such progress is important because it enables us to conserve our natural supply of tin.

Another assurance to the coffee industry of the constant availability of quality cans is a new process called margin plating. While it eliminates tin-coating the entire surface of the steel used in can making, margin plating enables us to produce a can having the same strength and vacuum-holding qualities as cans made of electrolytic tin plate. The American Can Co. has already tested this idea commercially, and to date, many millions of margin-plated cans have been produced, packed and distributed to consumers with complete satisfaction.

At present, margin plating is considered an emergency process, to be utilized only if our tin supplies should be drastically curtailed by a national emergency.

More recently, Canco allocated \$27,000,000 for a new coil strip program. Under the new operation, tin and steel plate will be shipped to us in large coils, or continuous strips. We will then cut and process this plate in our own plants prior to making containers. Thus by handling certain processing phases for which we were previously dependent on the steel mills, we will step up the efficiency of our own operations.

Plant locations

Last year, American roasters produced almost two and a quarter billion pounds of coffee; 43% of this coffee was packaged in vacuum-pack cans. In the prewar years, between 1935 and 1939, an average of one and a half billion pounds of coffee was roasted, of which 25% was vacuum packed.

Production of coffee cans has been progressively stepped up to meet the growing demand of vacuum packers. In addition, the geographical development of the coffee industry has been paralleled by the installation of coffee-can manufacturing equipment at new locations. The American Can Co., for example, now manufactures coffee

(Continued on page 163)

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DIRECT CONNECTIONS Producing Countries

Cable Address KUNZCO

Coffee organizations hail 20th anniversary of PACB; NCA presents testimonial

The 20th anniversary of the founding of the Pan-American Coffee Bureau is being hailed by leaders of business, government and the coffee industry in the United States and Canada.

The Bureau, which represents 11 Latin American coffee-growing countries, was created in October, 1936, by action of the first Pan-

American Coffee Conference, held in Bogota, Colombia.

Among those sending congratulatory messages are the United States Department of State and the Department of Agriculture, the Organization of American States, the National Coffee Association of the U. S. A., the Northwest Coffee Association, the New Orleans Green Coffee Association, the Pacific Coast Coffee Association, the chairman of the Senate and House Agriculture Committees, and the Tea and Coffee Association of Canada.

Other messages have come from such companies as the United Fruit Co., the General Foods Corp., the Mississippi Shipping Co. and Lloyd Brasileiro. Many United States coffee roasters and several European coffee companies also sent greetings.

In its letter, the Department of State cited PACB for its work in promoting trade and good relations between the United States and the coffee-producing countries.

The Department of Agriculture emphasized coffee's role in the most profitable and important trade between the Americas.

The chairman of both the Senate and House Agriculture Committees, Senator Allen J. Ellender and Representative Harold D. Cooley, also complimented the Bureau for its promotion of inter-American trade.

Senator Ellender expressed the hope that the Coffee Bureau will continue to act as "an instrument of goodwill and understanding among the Pan-American nations, with a view toward a continuation and expansion of trade, cultural relations and friendship."

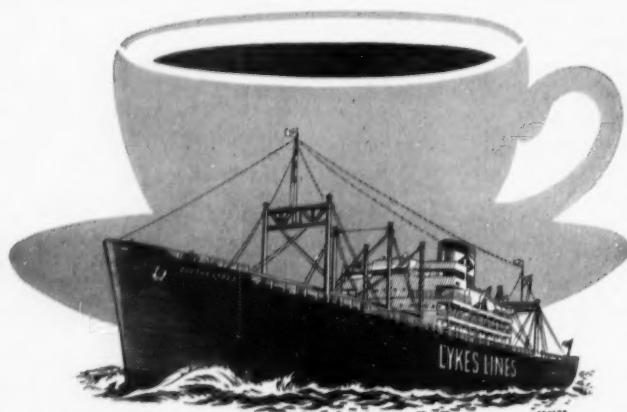
An engrossed testimonial extending to the Bureau "heartiest congratulations upon its attainment of this important milestone in coffee history" was presented to PACB President Vito Sa by Arthur L. Ransohoff, chairman of the National Coffee Association.

The presentation was made at a New York City luncheon attended by the executive committee of the Bureau, John F. McKiernan, president of the National Coffee Association, and other NCA officers and directors.

In presenting the testimonial, Mr. Ransohoff said, "It is to be hoped that we of the National Coffee Association will work more and more closely with our good friends of long standing in the Pan-American Coffee Bureau."

The text of the testimonial read, in part: "The Bureau's record over the past 20 years gives plentiful manifestation that it has made great strides in the direction of its twin goals of promoting increased use of coffee in the United States and maintaining good relations between producers and consumers.

"It is, therefore, the ardent wish of the National Coffee Association that today will also mark the threshold of many more decades of equal



CUPFUL OR CARGO . . . There's nothing like COFFEE!

As a friendly beverage or a major cargo, coffee is truly representative of the dependence of one nation upon another for the *good things of life*—the kind of world trade most conducive to peace and prosperity. LYKES LINES' service to coffee exporters and importers is based on generations of shipping experience and the desire to offer the best possible facilities for transporting this commodity.

LYKES CARIBBEAN LINE and LYKES AFRICA LINE vessels are the "Coffee Fleet" of Lykes six world trade routes. Regularly scheduled sailings, modern loading and unloading, fast C-type cargo carriers—all these contribute to the swift distribution of coffee to processing plants.

The Six LYKES LINES offer modern, comfortable, limited
PASSENGER Accommodations.

LYKES LINES

Lykes Bros. Steamship Co., Inc.

Offices at: NEW ORLEANS, HOUSTON, GALVESTON,
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Christi, Dallas, Kansas City, Lake Charles, Memphis,
Mobile, Port Arthur, St. Louis, Tampa, Washington, D.C.

OFFICES AND AGENTS IN PRINCIPAL WORLD PORTS

achievement by the Pan-American Coffee Bureau, not the least of which will be a continuance of the friendly understanding and sincere good will which now prevail between nations represented by the Bureau and the members of the National Coffee Association."

In the citation it presented to PACB, the Tea and Coffee Association of Canada complimented the "statesmanlike foresight in founding the Bureau" and stated, "Coffee is a favored beverage and a symbol of friendliness and good will and a major commodity in the great and growing commerce between Canada and the nations of Latin America."

The Northwest Coffee Association cited the Bureau's "unique and dedicated service in the public interest." The Pacific Coast Coffee Association in San Francisco expressed its "high regard and appreciation for the contributions of the Pan-American Coffee Bureau in helping to create and maintain unity of purpose and action among the free nations of the Western Hemisphere through the common bonds of interest in coffee."

The Green Coffee Association of New Orleans recorded its "deep appreciation" to the Bureau, noting that PACB has "stood shoulder to shoulder with both the roasted and the green coffee interests in the U. S. A. in any emergency."

The 20th anniversary of the Bureau will be celebrated through the coming year in the United States, Canada, and Latin America.

Holiday promotion built around recipe for coffee eggnog

A new holiday promotion built around a unique coffee eggnog recipe and tying-in three leading dairy products and a variety of spices is slated to begin during the Thanksgiving holiday and last through New Year's, it was announced by the Pan-American Coffee Bureau.

Designed to stimulate related-item sales in food stores, Edward Van Horn, the Bureau's advertising director, notes that the recipe for coffee eggnog includes the following three high mark-up items: whipped cream, 15.7%; ice cream, 38.2%; and spices, 24.7%.

Mr. Van Horn cited the fact that spices are very important to many

Interested in Soluble Coffee?

When your customers' eyes and hands roam the
Instant Coffee shelves,

Are they thinking mainly of a "deal"?

Are they influenced mainly by advertising?

Are they guided mainly by brand habit?

Are they convinced yours is the better Instant
Coffee?

If the sales of your Instant Coffee are lagging
behind the steady rate of increase, why not look
into our service?

An Instant Coffee, custom made to the regional
need . . . your need . . . is feasible and part of our
service.

It could very well be that our long coffee and
coffee processing experience together with our
basic regard for product, uniform physical attrac-
tion and modern packaging can be helpful in
freshening sales.

HARRISON COFFEE CORPORATION

COFFEE PROCESSORS FOR THE TRADE

601 West 26th St.

New York 1, New York

Phone ALgonquin 5-3914

coffee suppliers, because they deal in spices as well as coffee.

In promoting coffee egg nog to consumers during the coming holidays, the Bureau is running full-color advertisements in the *Ladies' Home Journal* for November and the *Saturday Evening Post* issue of December 15.

Special display material has been prepared by the Bureau for use in grocery and food stores. This includes a shelf talker with 100 recipe sheets and a window card with full-

color reproduction of the consumer advertisement. Both are available through coffee suppliers or from the Bureau at half production-cost. Half cost for the shelf talker is \$8.50 per 100; for the window card, \$5.00 per 100.

Newspaper advertising mats which feature the special recipe and provide space for brand names and prices of the items used will also be available from the Bureau for use by coffee companies, dairy concerns and related industries.



Javier Periera

"Oldest man in the world" has drunk 8 cups of coffee a day for 150 years

A persuasive advocate of coffee drinking appeared in New York City this fall when a small and ancient man came to the United States from Colombia and overnight became one of the world's top news personalities.

The visitor was Javier Periera, believed to be 167 years old and if so, the oldest man in the world. He told a New York press conference through an interpreter that he has drunk eight cups of coffee every day since 1802. Assuming he began his coffee drinking on the first day of the year, and taking into account 37 leap years, this adds up to 452,336 cups.

News, radio and TV representatives at the press conference happily reported Senor Periera's coffee drinking to every newspaper and broadcasting station in the United States and Canada.

coffee premiums

(Continued from page 137)

ing premium "doesn't cost us anything." To be sure, the premium merchandise itself doesn't cost the sponsor anything . . . but a promotional flop does. How much wiser those advertisers are who spend a few cents extra per case to transform an ordinary promotion into a sizzler!

Whether self-liquidator, continuity or dealer loader, the majority of coffee promotions can use the one ingredient which has no price tag but produces so many sales . . . *imagination!*

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in Canada and Lake District by Messrs. Packaging Equipment Service Ltd., 124 Willowdale Street,
Willowdale, Ontario.
in Western USA by Messrs. James C. Hale and Company, Packaging Equipment, 282 Seventh
Street, San Francisco, Calif.
in Southwestern USA by Messrs. Edward Wagner, 3911 Oak Lawn Avenue, Dallas 19, Texas.

an era of packaging progress

(Continued from page 159)

cans at Boston, Brooklyn, Portland (Oregon), San Francisco, Los Angeles, Philadelphia, Savannah, Chicago, Kansas City, Mo., Hoboken, N. J., Jersey City, N. J., Montreal, and Vancouver, British Columbia. By this strategic spotting of can manufacturing facilities, we have endeavored to provide the coffee industry with both quicker service and greatly reduced freight costs.

Help at point of sale

Through a long and intimate connection with the coffee industry, can manufacturers have come to consider it part of their obligation to promote increased consumption of coffee; for example, a full-page Canco advertisement that appeared in a recent issue of major nationally-read magazines. Tying in with the Pan-American Coffee Bureau's advertising, this ad told consumers of the refreshing qualities of iced coffee served as a warm-weather drink.

Can manufacturers have adopted for coffee roasters an idea pioneered by Canco in 1955: the coffee can with a doubled-beaded tear strip. Our consumer advertising introduced it as the coffee can with a new key opening device that "can't get off the track." We believe the innovation has served as an important boost to the popularity of vacuum-packed coffee which, according to a recent survey, now outsells by two to one roasted, ground coffee in other types of packaging.

A study conducted for the Pan-American Coffee Bureau by the Psychological Corp. shows that 76% of all persons in the U. S. ten years old or more are consuming coffee at the rate of 300,000,000 cups per day. On a per capita basis, coffee consumption is 12.6% more than in 1950 and promises to show an increase over the last year also.

We envision an even greater consumer market in the future. We anticipate increasing demand from the coffee industry for more and better vacuum cans, for faster and more efficient closing and vacuumizing machinery, and for more eye-appealing packaging. But whatever the need, the recent developments outlined here are offered as examples of the type of support coffee roasters may expect to receive from Canco and the can-making industry.

"just one more"

(Continued from page 43)

at the youth market, that has brought about this dramatic change in the beverage habits of our population. I should like to gently remind my readers that coffee consumption, during the same period, has dropped off 5%.

It was with this youth market as a prime target that NCA this past year produced two principal promotional tools to help the industry sell teenagers on the advantages of drinking coffee.

Members of the association have already seen the first project, a cartoon-illustrated four-color booklet entitled, "The Magic Bean." A copy of the booklet is included in this issue of Coffee & Tea Industries.

Late last month, 1,020,000 copies of "The Magic Bean"

NOVEMBER, 1956



Greetings

TO THE MEMBERS OF THE
NATIONAL COFFEE ASSOCIATION

WITH *You* IN MIND

All America Cables and Radio, Inc., established the first direct telegraph service between the United States and the principal coffee centers of the Americas.

WITH *You* IN MIND

AAC&R maintains more traffic offices in the principal coffee centers of the Americas than all other American telegraph companies combined — in many centers, the only American owned and operated telegraph office.

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AAC&R System safeguards your messages by using both cable and radio — the only American international telegraph system offering the protection of dual facilities.

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It's
Coffee-er
Coffee!

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77 Water Street, New York, N. Y.

were distributed, through Scholastic Magazine, to an estimated total readership of 3,000,000 students, teachers and parents. With the active aid of the members of the coffee industry, it is our hope ultimately to see this booklet in the hands of the more than 11,000,000 boys and girls between the ages 15 and 19.

We also expect the Association's first motion picture for consumer audiences to receive wide school distribution. This 16 mm. sound and color film, titled "The Magic Cup," will be given its world premiere before members of the NCA at the convention this month at Boca Raton. Thereafter, the film will be available on loan to school, club or church groups. Any NCA member who wishes to may purchase a print of the film for his own use.

The possibilities for selling "just one more" are as endless as our ingenuity, imagination, and sales initiative. And if we all pull together, we'll do it!

teaching the consumer about coffee

(Continued from page 49)

1956 was celebrated in a number of U. S. cities—in Washington at the Pan-American Union, in New York, in other port cities, and in a number of inland cities as well. Coffee ships in New York harbor displayed the special "C" flag on the day and many public officials issued proclamations and statements in support of the celebration. Most important of all, some 40,000 educational packets were distributed to U. S. organizations, clubs and schools, describing coffee and its importance in world commerce.

By emphasizing that coffee is a farm product, a product which gives much satisfaction for little cost and a product which is important to the livelihood of friendly nations and U. S. manufacturers — by emphasizing these three themes, the coffee industry is helping establish itself properly in public understanding and goodwill. It is a tribute to the coffee industry in the United States as well as to the producing countries that so much progress has already been made.

All of us would agree, however, that more needs to be done in the fields of advertising, promotion, public relations and consumer information programs. These are investments which are necessary to the welfare of coffee—and investments which will pay dividends.

research: key to better coffee

(Continued from page 53)

perature of the water before brewing starts, the manner in which coffee and water are brought together, uniform wetting and extraction of the grounds, the duration of the extraction period, the proper temperature for the finished brew. The equipment should also be easy to clean. We have found that the coffee residue left on the sides of an urn stales rapidly and noticeably affects the quality of subsequent brews.

After coffee has been brewed—particularly if it is made in large quantities—it is usually held at serving temperature for some time before it is all consumed. We are

very interested to know what holding temperature is best, and additionally, what changes occur as coffee is held at a high temperature. We have research projects underway to analyze the taste and aroma components of brewed coffee and to determine the way in which these components change with time and heating. Ultimately, of course, we want to know the influence of these changes on coffee flavor. Some components of coffee brew, such as caffeine and trigonelline are quite stable. However, others, like chlorogenic acid, caffeic acid, aldehydes and ketones are decomposed by heat at rates that may alter the flavor of the beverage. Only after a complete study of these factors can we hope to prevent the staling, deterioration, and unacceptability that stop the consumer from drinking the extra cup.

As you have noticed, the emphasis in all our studies is on uniformity—maintaining the same degree of roast, the same grind, the same kind of water, the same brewing procedure. There is good reason for this. We want both restaurateurs and housewives to be able to brew the best cup of coffee possible each day. They will be able to do this only when the materials and methods used are the same each time they made coffee.

The extra cup—and many more, too—will be possible only by obtaining information through research and intensive industry and consumer education.

trends in instant coffee packaging

(Continued from page 89)

tures greater label space and exceptional display advantages for retail use.

Another Owens-Illinois development is the Deep Cap closure now used by a number of instant coffee packers. This closure has met with the approval of both consumers and coffee packers. Consumers like it, because it is easy to grip and to handle. Packers like the Deep Cap, because it handles well on high speed filling lines and adds to the attractiveness of the complete package.

The tamper-proof inner seal is another result of glass packaging research which has helped to preserve the original freshness of the product and to increase the appeal of soluble coffee to consumers. It is an inner membrane liner which adheres to the glass finish through use of a special adhesive, according, in effect, a protective secondary seal for the product.

An indication of the consumer popularity of the tamper-proof inner seal is provided by the Home Makers Guild of America survey on soluble coffee which shows that more than 84% of homemakers who have had experience with the inner seal favor use of this protective device.

Highly important from a merchandising standpoint has been the increased use of "stacker" jars for instant coffee. Instant coffee jars with stacker features are designed to provide safe and easy stacking of containers for retail display or shelf-stocking purposes. This development permits the stacking of one glass jar on top of the other without the use of unsightly corrugated or cardboard dividers. This principle also eliminates the practice of stacking jars with the top one upside-down, closure on closure. Results have been more attractive

NOVEMBER, 1956

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displays of soluble coffee and less working time employed in building them.

One of the most interesting merchandising developments in the soluble coffee field has been the trend toward larger size packages, a tendency to "wrap it up big", which has become quite noticeable in the cases of a number of consumer packages.

One has only to look back a year to recall the swarm of "king size" and "family size" carbonated beverage bottles which were introduced to the public in response to this trend. The growth of large size milk containers, half-gallon and gallon, in many major markets, such as Chicago, Milwaukee, St. Louis, Memphis and other cities, is something of a postwar phenomenon. The bulk of liquid starch is packaged in quart bottles, but the half-gallon bottle is growing in popularity. In view of the general trend toward the "large economy" or "king-size" package, it is possible that a number of homemakers would be interested in buying liquid starch in gallon sizes.

Other grocery store items which have been introduced in large packages include cereals, mayonnaise, juices, detergents and household cleaners, to mention only a few.

The first instant coffee packages were almost entirely in the 2-ounce size. As the popularity of the product grew and as use in individual households increased, 4-ounce, 5-ounce and 6-ounce jars were introduced to meet consumer demands for a larger package.

Consumers, who in the last analysis pass judgment upon both products and containers, are responsible for the growth of larger packages for instant coffee. According to the Home Makers Guild of America survey previously mentioned, the principal reasons given by homemakers for preferring the large containers are: (1) economy; (2) supply lasts longer.

Incidentally, regarding the consumer's opinion of economy as related to instant coffee, the number of women believing that it would cost them less if they changed over and served only instant coffee is growing. Only a little more than one-fourth believe that soluble coffee costs more than regular coffee, while 44.1% believe it is less expensive and 28.1% believe the cost of the two is about the same.

Coffee from French West Africa

The quantity of coffee exported from French West Africa and under the control of the Abidjan Port for the period September 1st, 1955, to September 1st, 1956, was 1,700,000 bags.

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one-cup instant coffee packages

(Continued from page 93)

3. When properly packaged, the qualities of flavor, potency, color and strength are uniformly maintained. This, of course, is of special importance to the consumer as well as to the manufacturer, whose brand identity and reputation is closely involved.

4. Every unit acts as a silent salesman.

The problem of distribution to restaurants and to retail stores is much less difficult than distribution through less well-established channels. The largest potential use of single service coffee packages centers in markets where distribution is difficult. These markets include offices, industrial plants, places of recreation, as well as travelers using auto, air, rail, boat and the motel. While considerable progress is being made with the problem of distribution through these channels, work in this field is still in its infancy. Manufacturers of vending machines are seeing the problem and many others are working actively to develop satisfactory solutions for distribution to this ever-growing market for instant coffee.

new flavor, aroma for instants

(Continued from page 97)

And about \$400,000,000 is spent yearly on a compromise basis, in order to get a little coffee flavor with the greater convenience, rather than no coffee at all.

In our new method of retaining the flavor in the soluble coffee, we can control the amount of flavor and aroma in the finished product.

The process is unique in that it can control both the *type* of the flavor and aroma desired, and the *quantity* of the flavor and aroma. For example, if a blend is composed of high roast and medium roast coffees, it will be possible to utilize the flavor and aroma from the high roast coffee in the finished soluble coffee product. If a blend is composed of low grade and high grade coffees, the flavor of the high grade coffee can be accentuated in the soluble coffee powder.

It is our opinion that those countries which wish to upgrade the quality of the green coffee beans which they ship for export should consider the utilization of their low grade coffees, such as Basillas. The aromatic qualities of many low grade coffees are excellent, and great economic savings can be achieved without hurting the quality of the finished

DAVID A. KATTAN

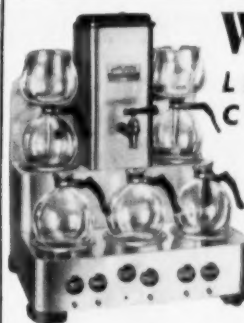
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soluble product. In fact, better flavored soluble coffee can now be made with the cheaper grades of sound coffee than are at present being made from expensive coffees in the United States.

In those plants which are already installed and operating, no change whatever needs to be made in their present equipment. A change in their process and some additional equipment is required.

Plants which are in the process of being designed, or which are not yet in the blueprint stage, can very easily incorporate this new method of "flavor control."

The world has been waiting for a soluble coffee which imparts to the cup the rich aroma and flavor of roasted coffee. The sales of soluble coffee will increase throughout the world without necessarily diminishing the sale of roasted and ground coffee. More people will drink more coffee because the flavor and aroma of soluble coffee will be more satisfying. The convenience of preparation plus the improvement in flavor and aroma will create more overall consumption of coffee.

Instant coffee merchandising

(Continued from page 93)

sist on a special blend or flavor in coffee just because he likes it! His taste may be typical of his area, but he had better not take any chance on it.

Every good manufacturer of instant or regular coffee knows there are definite taste trends in various areas of the United States, and just what they are. Your customer in San Francisco wants an entirely different blend from your customer in Philadelphia or New Orleans. We know these differences, and we can blend and roast an instant or regular to any regional taste.

Your own brand instant coffee can be sold at a special price reflecting a saving to the customer. A "two for" offer may show a ten-cen-per-jar economy, while special offers giving five or ten cents off per jar are very effective, if limited in time. Tie-in sales with related items, such as tea bags, cake mixes or pastry, or other similar products, can also be effective.

A wide variety of premiums also are available at low cost, either to be given with each jar or to be available through turn-in of a specified number of jar labels or caps, depending on the value of the premium. Coupons also may be sent by direct mail or included in advertise-

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ments, entitling the holder to a discount on presentation. The wording of such coupons is highly important and should be passed upon by your attorney or someone completely competent to check on the limitation of your obligation.

Another thing to bear in mind in marketing your own brand of instant coffee is that the trend today is toward the purchase of the large-size jar. Instant achieved its first popularity in the two-ounce size, but soon it was found that a four-ounce, then a five- and six-ounce jar, was just as popular. Recently an eight-ounce jar has come on the market and is being watched with considerable interest in the trade.

One of the most challenging things brought out recently in a motivational research report by the Pan-American Coffee Bureau was that Americans tend pretty much to look upon coffee as "just plain coffee" . . . in other words, that all coffee is much the same. At first glance this would seem to make it easier for you to market your own private label brand. But remember, it also makes it just as easy for the other fellow to do the same thing. What it really means is that you must be doubly certain of the quality of your product, do a good job in educating your customer in that fact, and then keep up your sales efforts to prevent your competitor from taking your customer away from you.

chicory in instant

(Continued from page 99)

favorite strength beverage, an excellent selling point.

Placement of this powder under our "Old World" label in stores like Macy's, Gimbel's or Altman's, without advertising, shows steady sales at prices in line with pure instant.

Coffee men head controller units

J. Lowell Johnson, controller, J. A. Folger & Co., has been elected president of the Kansas City Control of the Controllers Institute of America.

The new president of the organization's San Francisco Control is Stanley B. Murray, controller, M. J. B. Co. Joseph A. Braun, vice president and controller, Schilling Division of McCormick & Co., Inc., has been named a director of the local group.

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world coffee trends

(Continued from page 101)

are searching for more flexible ways to prevent economic difficulties, which may contain fewer long-term hidden dangers. They favor market consultation, cooperation to expand consumption, and exchange of technical information.

A vigorous demand for international action was presented by the governments of the chief Latin American coffee countries at the Rio meeting of Ministers of Finance and Economy in November, 1954. The United States, which absorbs about 60% of world exports, although doubtful of the practicability of a control scheme for this commodity, agreed to participate in exploratory studies, the responsibility for which was assigned to a sub-committee of the Special Coffee Committee of the Inter-American Economic and Social Council. Aided by the staff of the Organization of American States and by consultant economists, a report was prepared at the end of 1955 which emphasized the extreme economic vulnerability of coffee and suggested that consideration be given to the negotiation of an international agreement embodying buffer stocks and quota devices. Member governments were requested to decide whether work should be initiated on developing the framework of such an agreement.

The request for a policy decision on this critical issue was sent only to governments of the OAS. Neither European consuming countries, which absorb about a third of world imports, nor African producers, were consulted directly. The U.S. is the only major coffee consumer in the Organization; and its response was not encouraging. Doubting the practicability of solving the problem by means of market control, the U. S. government stated that it would decline to participate in negotiations for such an agreement, or an agreement itself, were one to be concluded. To dispell the charge that it was merely obstructive, the U.S. government expressed the view that solution of problem must stem from a more complete knowledge of the world coffee situation than exists at present. It urged producing countries to utilize the services of competent organizations to develop more adequate and reliable statistical information and expert analytical work to give a firm basis to studies of both the current situation and future prospects, and

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it expressed its readiness to help in cooperative efforts along these lines.

Washington's position came as a blow to Latin American countries, and was resented by many. On the other hand, the action of the market—for coffee prices remained very firm—indicated that the situation was not devoid of basic complexities. After a period of hesitation, the Special Coffee Committee decided to proceed with the drafting of an international coffee agreement.

The task was entrusted to a drafting committee of representatives of four coffee exporting countries, aided by the staff of the Organization of American States. Work on a buffer-stock-cum-quota agreement is still going on. Recently, the staff of O.A.S. solicited the services of a number of economic consultants, some of whom have been active in the commodity agreement field.

Support for an international agreement "with the objective of avoiding sudden and unjustified fluctuations of coffee prices, and of keeping prices equitable to producers and consumers", has been expressed by the coffee growers of 14 American countries associated in the FEDECAME organization. At a meeting in Mexico City in June, 1956, the subject of a coffee agreement was discussed, and a resolution was passed approving the work of the Special Coffee Committee. Previously the FEDECAME countries had recommended a system of export quotas and the establishment of an international coffee bureau.

African countries, too

International discussions have been held also among African producing countries. However, emphasis has been less on export control schemes or other formal techniques, perhaps because production is still increasing rapidly in these territories, than on consultation and exchange of information. Meeting in Lisbon in the spring of 1956, the representatives of African coffee countries discussed the establishment of an Inter-African Coffee Association to promote studies of general interest, to stimulate consumption and to encourage the exchange of experts and technical information.

Inevitably the problems of the world coffee economy figured prominently at the meetings of the U.N. Economic Commission for Latin America. At a meeting held in Bogota in September, 1955, a resolution was adopted requesting ECLA and FAO to make available their coffee studies, and expressing the hope that the Special Committee on coffee of OAS will complete its study in the shortest possible time and make its results available to

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governments interested in the international trade in coffee.

In the meantime, work on fact-finding and analytical studies is proceeding at various places. Special mention must be made of the joint FAO-ECLA Study, mentioned in the previous paragraph, of Latin American coffee economies. A comprehensive survey of production, financial aspects and production trends in El Salvador has been completed, and the report is in process of preparation. A survey on an even more extensive scale has been started in Colombia. Further investigations, which will lay the groundwork for crop forecasting and for realistic studies of production trends, are in course of preparation in other countries.

Recently the coffee problem has been discussed at various world forums of the United Nations. The Commission on International Commodity Trade of the Economic and Social Council has requested to be kept informed of developments.

Coffee was placed on the agenda of a meeting of the FAO Committee on Commodity Problems in June, 1956. After a comprehensive review of the world coffee situation, on the basis of a paper prepared by the staff, the committee requested the director-general of the Food and Agriculture Organization to consult member governments on the desirability of calling an ad-hoc inter-governmental meeting on coffee of all interested governments early in 1957. This action was motivated by the feeling that, useful though regional discussions have been and will continue to be, the time has perhaps come to discuss the problems of coffee in a world-wide forum which would provide representation of both producers' and consumers' interests.

What will be the outcome of all those efforts? Obviously much will depend on market developments. But it is clear that should severe problems emerge, they are not likely to suffer from neglect. Statesmen of the countries concerned realize the far-reaching ramifications of the issues and their importance to the economic, social, political and cultural life of the nations of two continents.

advances in coffee production technology

(Continued from page 103)

In Costa Rica a small number of water applications is practised at the time of blooming to stimulate flower production and thereby increase the crop. The good equip-

ment now available for overhead irrigation makes this type of watering the most practical in hilly terrain.

Studies carried out in Kenya, Belgian Congo, Cameroon, El Salvador and Brazil have demonstrated the high value of the application of mulch to increase yields, especially in dry and unshaded plantations.

In Kenya, Brazil and El Salvador, as a result of this practice, yields have sometimes been more than doubled. The advantage of this operation is recognized in Kenya to the extent that they have been advocating the growing of grasses solely for use as mulching material. They have also given consideration to the mechanization of the operation in order to reduce labor costs. Although a study of the economics of mulching was carried out in Tanganyika a few years ago, showing high benefits under the particular conditions of the area, the matter needs to be taken into consideration in different countries. IBEC Research Institute is now carrying out this type of study in Brazil. Besides the resulting large increase in yield, it should be mentioned that mulching is a significant factor in soil conservation.

New fungicides, insecticides

New fungicides and insecticides are being used for the control of pests and diseases in coffee, as well as in other crops. Some of the new stickers which allow the chemicals to stay on the leaves in spite of rainy weather are proving notably important in the wet tropics. The American leaf spot, the most important disease in several of the coffee producing countries, is now combatted in Costa Rica by spraying with such copper fungicides as Basicop, tribasic copper, Perenox, Crag and Copper A. Each year new plantations are being sprayed, and now a private company is custom spraying in the country. Fermate, an iron organic fungicide, has been used successfully in the control of die-back of young seedlings at the Inter-American Institute of Agricultural Sciences.

In the Orient, besides Bordeaux mixture, which has been used for a number of years in the control of the Hemileia leaf rust, several of the new proprietary copper fungicides have entered the picture with good results. Studies actually in progress indicate that the use of other chemicals of the eradicator type may soon have great importance in the control of coffee diseases. DDT, Aldrin, dieldrin, chlordane are replacing some of the older insecticides to fight several of the main coffee pests.

New types of sprayers may revolutionize plant pro-

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tection methods in coffee culture. With some of the apparatus, called micro-sprayers, it is possible to apply chemical in very low volumes, mixed with water or oil. The size of the equipment and the small quantity of liquid used allow treatment at farms located in areas where standard methods could not be practical.

The studies now being carried out at the Rust Research Center in Portugal to find coffee types resistant to the various races of the *Hemileia* fungus is a development which will probably have great significance in coming years. Some Indian and Ethiopian coffee trees have already been found immune or resistant to all the cultures of the rust for which they have been tested.

Weed control

Coffee, especially when planted without shade, requires that the growth of weeds competing for soil moisture and nutrients be checked regularly. The common manual operation of cultivation is costly in terms of money and man-hours. While some of the larger estates are now using tractors, this method is not practiced by small growers or on plantations established on too hilly lands, as is often the case.

For quite a while, coffee growers have been interested in the possible use of herbicides to control noxious weeds. In several places they tried 2-4-D, but unfortunately, although this chemical suppressed the growth of most broad-leaved weeds, it was useless on grasses, which are very detrimental to coffee production. In recent years, a series of weed controlling chemicals have been tested in India, Costa Rica, Hawaii and Kenya. It was found by the Inter-American Institute of Agricultural Sciences that good control could be secured with Sodium pentachlorophenate mixed with the butyl ester of 2-4-D in a carrier of combined common Diesel oil and heavy aromatic naphtha. Another successful formula was the proprietary material Sinox General, fortified with the butyl ester of 2-4-D in heavy aromatic naphtha and water. In Kenya they now advise the use of Shell weed killer with the emulsifiable oil based compound of Pentachlorophenol. In Hawaii, where herbicides have been used for a number of years, Dalapon (dichloro propionic acid 2-2) is now considered as most effective in controlling all types of grass. This chemical is also gaining wide acceptance in Costa Rica for weed eradication in coffee plantations.

It is still often stated that coffee requires four to five years before yielding a commercial crop; this is considered a serious handicap by most investors, who wish to obtain

returns from their money in the shortest time. The "hedgerow" system of planting, developed in Guatemala, using no shade and very close spacing, seems to overcome this difficulty. In a cooperative experiment carried out by the United States Department of Agriculture Rubber Station and the Inter-American Institute of Agricultural Sciences at Turrialba, Costa Rica, a yield of the order of 750 pounds per acre was obtained the second year after setting the plants in the field; such a yield is almost double the average of the country at all ages. Five and a half years after the establishment of the trial there had been four harvests totalling the equivalent of nearly 7,000 pounds per acre. On the basis of the country average, this should have required 17 years. In El Salvador, Guatemala and Costa Rica, a number of farmers are now trying to use this new method. It should be mentioned that in the case of the experiment reported, generous amounts of fertilizers were applied. There are indications that high yield, per acre, cannot be long sustained without proper soil fertilization.

Some outstanding advances are also occurring in the field of improvement of planting materials. Following the results of research, many growers are using new types issued from selections or recommended by experiment stations after comparative trials. In the Brazilian states of Sao Paulo and Parana, a large proportion of the new plantings are made with seedlings of improved Bourbon and Caturra and Mundo Novo varieties. The demand for seeds of these varieties is so great that several farmers are now specializing in the seed production business. In Central America in general, the trends are to use more trees with Bourbon characteristics, and in Costa Rica a promising new variety, Villalobos, is being propagated rapidly. In Indonesia, high yielding clones of the *Canephora* (Robusta) type are now used extensively.

Spectacular change

A spectacular change in the processing of washed coffee is being adopted by a number of producers. The old system of fermenting the coffee beans after pulping presents the disadvantage of being a lengthy operation, requiring costly installations. Moreover, there is always the danger of impairing quality by over-fermentation. Most of coffee technicians seem to agree that fermentation *per se* does not improve quality and is useful only as a means of removing the mucilage surrounding the beans in parchment. Hence, methods have been devised by which this operation can be carried out chemically or mechanically.



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Several factories are now trying to use caustic soda or lime and ash to remove the mucilage, or a new type of machinery which by friction gives a product ready to be washed and dried in a matter of minutes. For the final job of processing, a new electronic device has been introduced in some plants to replace the tedious operation of hand sorting.

It is to be expected that more and more advances in coffee production technology will emerge as time goes on, thanks to the work of scientist supported by the producers and consumers who have a common goal, i.e., a cheaper and better coffee.

an international agreement

(Continued from page 105)

would not be subject to abrupt oscillations detrimental to the industry and injurious to coffee consumption.

As such an agreement, in order to prove efficient, would require also that the interests of the other party—the buyers—be consulted, we could not dispense with the cooperation of the United States, for the United States is the largest consumer in the world, and its agreement to the plans of the growers would be a guaranty of its sound operation.

Therefore, it would never be too out of line to insist on this. The various governments in Latin America are already convinced of the necessity for this agreement. The resolutions made by the different finance ministers at the meeting that took place at Quintandinha in 1954, adopted it in principle and resulted in the study of the coffee situation by a Special Commission. Also, from the work done by the "CEPAL", last year, in Bogotá, came unanimous indication that efforts should be made for the realization of an international agreement of coffee growers and consumers.

The agreement, therefore, is a going idea. It has already been considered by the interested countries who recommended it in conventions. We deem it indispensable to the fullest development of the coffee business.

Though we recognize the difficulties to be met in reaching an understanding on a sound basis, in connection with which all the growers, within their needs, will assume serious commitments to be strictly complied with, we do not see why we should let those facts discourage us. On the contrary, we deem it indispensable to continue insisting on this agreement until a satisfactory conclusion is reached.

mild coffee from Brazil?

(Continued from page 106)

and treacherous, but we can't recall any rush orders for this quality last crop or the previous one.

There are other districts that produce firm quality, but the production is small and of the smaller, genuine Bourbon type. Again, why wash these?

The biggest barrier to success with a mild type of Brazil is, of course, the price. When Brazils were in the 20¢ to 30¢ level, it was possible to sell premium Santos and Sul de Minas. Today, the demand is price. This includes Paranas to Santos 4's, and apparently, from the way buyers act, 25 points is enough to kill your chances of business, despite previous good deliveries. Another consideration is the increasing usage of coffees for soluble coffee, which again would attract little or no interest.

We are therefore convinced that what buyers want is not fancy Brazils or washed Brazils, but rather reliable, uniform, soft Santos and Parana medium grades to low grades at an attractive price.

These are the coffees in demand, and Brazil can do no better than to find ways and of protecting herself from ruinous frost, rains and droughts. This is a big enough problem, and one which has, and always will, plague her best efforts.

In short, Brazil's competition is not from Colombia and Central America, but from Africa and other low-grown coffees, and she will do well to keep this foremost in her future plans.

Switzerland's indirect imports

(Continued from page 133)

of triangular switch transactions, or in barter with Swiss products exported to foreign countries. The prices of coffee imported by these abnormal routes lie considerably below those offered from the country of origin directly.

For all these reasons, it seems hardly possible to give reliable figures concerning the present coffee trends in Switzerland, for the so-called indirect importations are usually camouflaged.

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flavor solvents

By EARL MERWIN, Givaudan Flavors, Inc.

Part 1

This article is from The Givaudan Flavorist, house organ of Givaudan Flavors, Inc.

The flavor industry has often been considered a step-child in the family of modern industries but it can be established that the grandfather was the spice trade and surely the mother was the perfume industry. This leaves us to assume, by the strong resemblance in characteristics, that the father was none other than pharmacy. Fortunately for the future of the industry, flavors have been "going steady" with chemistry for half a century.

While the heart of the flavor industry is essential oils and aromatic chemicals, versatile solvents can definitely be considered its good strong right arm. Without suitable solvents our products would be useless to a large segment of the food industry and to the housewife.

The following solvents are approved and in use in the United States: ethyl alcohol, glycerine, propylene glycol, vegetable oils, gums and sugars. At other times, and in other countries, such materials as carbitol, mineral oil, homologues of ethanol, carbowax, other glycols and polyethylene glycols have been proposed for use as flavor solvents. There is, however, little chance that any of these will be accepted in this country.

Quite often a flavor manufacturer is asked to produce a flavor containing no solvent, on the theory that use of a solvent means an unnecessarily weak flavor or high cost. It is possible to make some completed flavors in a concentrated, or oil form, particularly those which are composed entirely of essential oils, but most finished flavors are prepared from ingredients which are not mutually soluble and which require the inclusion of a solvent which will retain the flavor character in a useful, homogeneous form.

Ethyl alcohol is considered the best flavor solvent, and indeed, no truer general statement can be made on this subject. It was probably the first one used, dating back 700 years to Arnold of Villa Nova who used it to dissolve the flavor portion of sage and rosemary for internal consumption. More dilute alcohol, in the form of wine was undoubtedly used even earlier.

November of this year marks the 15th anniversary of

the approval of propylene glycol by the FDA as a solvent in household flavors and it occurred to us that this is a good time to review the development of these products to see what is desired of a flavor solvent.

Solvents permit homogeneous mixtures to be made from such physically heterogeneous substances as vanilla extractives, orange oil, vanillin, anise oil and wintergreen oil. Solvents enable the housewife to flavor four individual servings of a dessert with the proper combination of flavomatics in the incredibly small proportion of a few parts per million, just as they enable the food processor to distribute these small quantities of materials quickly and uniformly throughout a large batch.

SOLVENT	SPECIFIC GRAVITY @ 20°			VISCOSITY @ 20°			FREEZING POINT °C			SOLUBLE IN
	100%	80%	60%	100%	80%	60%	100%	80%	60%	
Ethyl Alcohol	0.8000	0.8075	0.8022	—	—	—	100	55	15.5	—
Glycerine	1.2600	1.2640	1.2720	1010	1018	2.5	+17	-20.7	-9.0	—
Propylene Glycol	1.0300	1.032	1.035	40	8	4	—	-60	-14	100/100
Vegetable Oil	0.919-925	—	—	150-200	100°C	—	—	-10 to +8	—	Decompose

^aGlass-like solid

Proper solvents must be synergistic in retaining the flavor added to food in spite of rugged conditions of temperature, exposure to air, heat, and moisture. Flavor solvents should be relatively inert to flavomatics under storage and processing conditions.

Solvents, particularly those used in household flavors, should be edible in view of the relatively large quantities used in food products. A housewife may add as much as a teaspoonful of flavor to a pint of food, which is 0.78%. Flavor solvents should be tasteless at this concentration.

Flavor solvents must be inexpensive. They must be good, versatile solvents, dissolving many different classes of chemicals and flavomatics. Flavor solvents should be miscible with water, the major "solvent" in food products, and/or fats and oils, the second most important solvent in food products. Miscibility with water is important in another sense, too. The diluted solvent must still be a good solvent. For most flavors the diluted solvent is more acceptable than the same solvent at full strength since more natural effects are obtained by employing oleoresins, extracts and tinctures in combination with essential oils and flavomatics. These are generally more soluble

in diluted alcohol, glycerine and propylene glycol than in the concentrated counterpart.

A group or series of flavors intended for a class of food products might be so formulated as to allow the use of more than one of the solvents alone or in combination. Another series of flavors for a different application might automatically eliminate the possibility of using a given solvent. A discussion concerning advantages of each solvent will make it apparent that the choice of a solvent or combination of solvents is not left to chance by the flavor chemist but is dictated by the constitution of the flavor and the uses for which it is intended.

(Next month: Edibility, cost, solvent power, preservative properties and flavor).

ocean transportation

(Continued from page 139)

receivers of coffee. Today this situation no longer is prevalent, and we regularly receive requests to berth vessels at ports ranging from Florida to Montreal, Canada. Between these two termini come the ports of Savannah, Georgia, Charleston, South Carolina, Norfolk, Virginia, Baltimore, Maryland, Philadelphia, New York and Boston.

Each request is important, and must be considered in all its aspects, for the steamship lines realize that they have obligations to the trade of serving it and carrying its cargo not only from the ports "where the cargo is" but also to the ports "where the cargo is required".

We are anticipating future further demands on our ingenuity with regard to the servicing of additional localities, which undoubtedly will come into prominence when the Saint Lawrence River project is completed. There we will face not only the prospect of a lengthier voyage with additional ports of call, but we will find it necessary to rearrange the rotation of the discharge ports to prevent excessive backtracking between ports out of geographical rotation. At the same time, we must be able to find a way to favor the ports which receive the bulk of the cargo, with a service befitting such traffic.

How we, the shipping companies, are going to meet the problems of the future will, I am certain, be solved and just as present ones are being solved.

In review, we would say that the physical loading and discharging of coffee, the stowage, and care while on board, have not changed materially, and that the greatest change in connection with ocean transportation of coffees from Brazil to United States East Coast ports has been in the matter of scheduling, which is so intimately bound up with changes taking place in the coffee industry itself.

the coffees of India

(Continued from page 134)

recently approved by the government of India and brought into operation beginning October 1st, 1956.

The Plan seeks to increase coffee production chiefly by intensive cultivation of existing stands of coffee. Both scientific research and the experience of progressive planters prove that the yield could be doubled by efficient cultivation, and that this will be more economical than bringing new areas under coffee. However, a small additional area of nearly 24,000 acres is also to be brought under coffee during the present plan period of 1956-57 to 1960-61.

The Coffee Development Plan, apart from assisting the industry to double its present production of coffee to meet the increasing home demand and to build up sizeable surpluses for export, will also help promote the economy of the hilly tracts, where coffee planting is the main industry, and also contribute in the expansion of the employment potential of the country, which should follow as a result of development of plantations and its allied industries and trade.

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E. F. SIMMONS

(Signature of Publisher)

Sworn to and subscribed before me this Ninth day of November, 1956.

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preserved ginger

By E. BROWN, Colonial Products Laboratory

Part 2

Preserved ginger is better known in Europe and elsewhere in the world than in the United States. But it is an ancient product, one that was a factor—and still is—in the development and production of the spice itself. This basic summary, from material in Colonial Plant and Animal Products, fills a void. Published information on the subject has been sparse and scattered.

The following grades of ginger in syrup are prepared in Hong Kong:⁵

Cargo ginger, consisting of the largest rhizomes.

Small cargo ginger, comprising the rhizomes not large enough for cargo ginger.

Young stem ginger. For this grade the rhizomes are cut into large oval pieces about the size of a pullet's egg.

Choice selected stem ginger. This consists also of oval pieces, but these are smaller than those of young stem ginger.

Fingers or third quality. This consists of smaller oblong pieces which are too small for choice selected stem ginger.

Fourth quality, also known as "skins," "shavings," "tops and tails." This grade comprises the waste material left over after the other grades have been sorted out.

Crystallized ginger is marketed as "dry cargo ginger," "dry small cargo ginger," "dry young stem ginger," "dry choice selected stem ginger," and also "dry cube ginger," the cubes being about $\frac{3}{4}$ inches in size, and "dry sliced ginger," in which the slices are about $\frac{1}{4}$ inches thick.

Packing

Ginger preserved in syrup is packed in 2 cwt. casks, 1 cwt. kegs and in small stoneware jars; of the bulk packs, the 2 cwt. cask is most commonly used. For the United Kingdom trade, the cask contains 1 picul of ginger and 68 catties of syrup, the latter containing 30 catties of sugar. There is also what is known in the trade as the "heavy pack"; this nominally contains $1\frac{1}{2}$ piculs (200 lbs.) of ginger and 18 catties of syrup containing 8 catties of sugar, but in practice the "heavy pack" may contain anything from 180 lb. to 200 lb. of ginger per 2 cwt. cask. It is produced for the United States and Dominion markets. The jars, grey, green or "fancy," are packed in cases, either of 6 jars, each containing 5 lbs. of ginger, 12 jars, each containing $2\frac{1}{2}$ lbs. of ginger, or 24 jars, each with 1 lb. of ginger.

Dry ginger (crystallized or partly crystallized) from Hong Kong is nowadays mostly packed in casks, but it is also packed in cases (previously rendered air-tight by being first lined with Chinese bamboo paper, which is stuck on with wood oil, and then with dry bamboo leaves), containing 48 heavily soldered tins, weighing 1 lb. each or 96 tins weighing $\frac{1}{2}$ lb. each.

Preserving of salted ginger in other countries

As has already been stated, some fresh and salted ginger

is exported from Hong Kong; New Zealand is the main purchaser, but Australia, Canada and the United States also take fair quantities. The amount imported into the United Kingdom is extremely small. Some of this ginger finds its way into the retail trade and in Victoria, Australia, the Department of Agriculture has published information on the preserving of green ginger in the home.⁶ The greater part, however, and particularly the salted ginger, is imported for commercial preserving, and the following method has been recommended:⁷

The first step is to drain the brine from the barrel, placing a piece of gauze over the bung hole to prevent pieces of ginger from coming out. The barrel is then refilled with hot water, the bung replaced, and the barrel rolled well and then allowed to stand for a few hours. The water is then run off and the process repeated if much salt appears to be left.

In order to remove the brine which has penetrated inside the ginger, the ginger should be placed in cold water in a steam pan, where it is gently brought to the boil and allowed to simmer for 20 to 30 minutes. It is then placed on sieves and allowed to drain thoroughly. The treatment removes the residual salt and softens the tissues. The brine used with ginger varies and sometimes sulphur dioxide preservative is used. The above treatment is necessary in all cases.

Any residual brine will cause stringiness, hardness, etc., while at the same time it will discolor the sugar, causing darkening, and also partially invert the sugar, which will result in sweating.

The introduction of the sugar into the ginger must be done in stages, the syrup strength being increased each time. If a high gravity syrup is used initially, it will not penetrate



The American Spice Trade Association's "trader's hut" exhibit at the American Meat Institute Show in Chicago, drew a record attendance of nearly 2,000 persons. Greeting a visitor with a sample of coarse ground black pepper and some spice literature are hostess Dianne Daniggelis and W. Bosley Bond, of the Wixon Spice Co.

into the centre, whereas a lower strength syrup has a more penetrating power and assists the penetration of the stronger syrup in succeeding stages. Any attempt to force the syruping process at any stage by the use of too strong syrups may cause shrinkage and toughening. This is due to the fact that concentrated solutions of this type withdraw water from the tissue more rapidly than the sugar penetrates them.

A convenient method of syruping is by the tank method, in which the ginger is placed in layers on sieves in a tank and the syrup poured on. The liquor is run off as required through a tap at the bottom.

For the first syrup, sugar and water are boiled up to give a density of 15° Bé. at boiling point, and allowed to cool; the ginger is then covered with it. On the following day the excess is run off, the syrup reboiled to 18° Bé., and the ginger again covered with it and allowed to stand overnight. This process is repeated every day, the density of the syrup being increased each time by 3° Bé. to the final stage of 39°-40° Bé. In this way, the ginger will gradually and evenly absorb the sugar; if desired, a final hot syruping at 42° Bé. can be given, the syrup being run off after standing for two hours in the tank. Sometimes the ginger is also rolled in powdered sugar and spread out to dry.

Care must be taken when re-boiling the syrup at each stage and adding further sugar, if necessary, that the boiling is not carried out so rapidly that scorching or discoloration occurs.

(To be continued)

U. S. mustard seed crop 18% larger this year

The 1956 mustard-seed crop in Montana and California is estimated at 42,241,000 lbs., according to the U.S. Department of Agriculture's Crop Reporting Board.

This production is 18% larger than the 1955 crop of 35,830,000 lbs., two and one third times as large as the 1945-54 average of 18,229,000 lbs. and is the largest crop since 1942.

About 94% of the total production, or 39,631,000 lbs., is being produced in Montana compared with 97% last year.

The Oriental variety accounts for 62% of this year's total production, a much larger proportion than last year, yellow mustard for 20%, and brown 18%. These percentages compare with 46% for Oriental, 33% for yel-

low, and 21% for brown in 1955, and the ten-year average of 32%, 53%, and 14%, respectively.

Production of Oriental, indicated at 26,160,000 lbs., is 58% larger than last year and four and one half times as large as the average crop.

The yellow mustard seed crop, forecast at 8,446,000 lbs., is 29% smaller than in 1955 and 13% below average.

Production of brown mustard is estimated at 7,635,000 lbs., 4% more than last year and almost three times as large as average. All of California's production during the last two years has been of the brown variety.

The estimated 51,500 acres for harvest in Montana and California is 4% larger than last year and 22% above the ten-year average. Abandonment of planted acreage in Montana is estimated at 4.4%, or 2,300 acres. In 1955 only 3.4%, or 1,700 acres, were abandoned.

In Montana, weather conditions have been favorable this year, and yields per acre of yellow and brown mustard are expected to be larger than last year, while Oriental is expected to equal last year's high yield of 800 lbs. per acre. Yields for each of the three varieties are much above average. The average yield per acre for all varieties in Montana is indicated at 797 lbs., compared with 714 lbs. in 1955 and the average of 473 lbs.

In California growing and harvesting conditions were also favorable, with the result that a yield of 1,450, lbs. per acre is indicated, compared with 1,200 lbs. last year and the ten-year average of 856 lbs.

Imports of whole mustard-seed for consumption during the calendar year 1955 totaled a record 34,058,984 lbs., compared with 28,811,703 lbs. in 1954 and the previous record of 30,473,842 lbs. in 1952. The 1949-53 average imports totaled 20,477,654 lbs.

Of the 1955 imports, 29,440,521 lbs. came from Canada, 1,954,654 lbs. from Denmark, 1,155,616 lbs. from the United Kingdom, 790,986 lbs. from the Netherlands, 510,084 lbs. from Italy, 142,657 lbs. from Chile, 54,865 lbs. from Sweden, and 9,601 lbs. from Turkey.

Imports during the first six months of 1956 totaled 9,087,947 lbs., compared with 7,273,145 last year and 6,556,364 lbs. two years ago for the same period.

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San Francisco Samplings

By MARK M. HALL

■ ■ Last month the Western States Tea Association gave a luncheon in honor of the Indian tea delegation at the St. Francis Hotel. Those present included M. G. Menon, India's New York Consul General; U.K. Ghoshal, of the Tea Board of India; N. M. Lingham, also of the India Tea Board and a member of India's Parliament. Another guest was Gerard Brant, executive director of the Tea Council of the U.S.A.

After the introduction by President Bob Manning, Mr. Ghoshal, who spoke to the same group the year before, gave a very interesting talk on the tea situation as it pertained to his country. The reason for their visit, he said, was to learn the future of tea here. Increased consumption and an expanding market is of great importance to all the tea producing countries, he said. India would be able to obtain more dollars for the things she wanted to do to improve her economic situation and the standard of living of her people. It is to the United States that they look for increased consumption. Canada is not making the same strides in increasing tea consumption, he commented.

Mr. Ghoshal said it was not unreasonable to expect that the United States could increase its annual consumption of tea from 95,000,000 to 105,000,000 lbs. in the next five years, and then set a goal of 120,000,000 lbs. The knowledge of prospective increases in this country would enable his own country to set goals for increased production, plan new acreage and develop existing plantations.

It is expected that in four years India's tea production will be up to 700,000,000 lbs. he said. This could be brought about sooner, he felt, but it would not be advisable. Their own internal consumption

has increased 35,000,000 lbs. since 1935, and now totals 200,000,000 lbs. a year. Exportable surplus is two-thirds of their production and even with production increases, India wants to see this ratio maintained.

High praise was given to the Tea Council for effective work in promoting the sale of tea in this country. India is looking forward to the time when annual consumption here will reach one pound per capita, Mr. Ghoshal said. Producers have learned that there is always a good market for the better teas in this country. While the Tea Council can study the broad trends in the tea market, do the industry level promotion and some of the basic publicity, it was felt that effective promotion would also have to come from individual packers.

N. M. Lingham made a few remarks, and he and Mr. Ghoshal answered questions that were put to them.

■ ■ E. H. Harter, plant manager for Thomas J. Lipton, Inc., at Galveston, Texas, was a recent visitor at San Francisco and met some of his old friends at a luncheon meeting.

■ ■ The Moore-McCormack Lines declared an open house and cocktail party recently for all the coffee people and other members of the shippers' fraternity. The occasion was the completion of their handsome new quarters at 214 California Street.

The Moore-McCormack Lines, with A. C. Fenger as the host, invited a number of coffee men to a luncheon at the Commercial Club in honor of Harvey Ward, who had just won the amateur Golf Championship. This was quite an event, with the mayor of San Francisco attending. Among the guests were Harold King, Tom Duff, John Beardsley, Ced Sheerer, Bill Nichelmann and Harvey Brockhage.

■ ■ There has been a "chain reaction" of changes among a number of the younger men in the green coffee trade. W. N. Fenerin, formerly with Harry Maxwell, agent for Hard and Rand, joined forces with Jack W. Schimelpfenig at Anderson Clayton & Co.

John Pollarno took Fenerin's place with Harry Maxwell. He was formerly with Ruffner, McDowell & Burch, New York City. He also has had experience in Central America.

Doug Wood, who was with J. Aron & Co., Inc., took the place of Fred Von Scheven at Internatio-Rotterdam, Inc. Von Scheven is stepping out of the coffee business to sell Cadillacs and Oldsmobiles for the Rector Motor Co., in San Mateo.

■ ■ Fred Debow's wife, Judy, recently presented her proud husband with a brand new baby girl, Shelley.

■ ■ A luncheon was given at the Mark Hopkins Hotel in honor of Joas Pacheco Cheves, former president of the I.B.C. and now advisor on coffee matters to the minister of finance of Brazil and also a federal deputy from the state of Sao Paulo. Included in his party was Joao Reis Souza Dantes, an industrialist, and Brazilian Consul General H. C. Pereira. There were about 60 coffee men present.

■ ■ Instant Hills Bros. Coffee made its appearance among the green men on coffee row during the middle of last month. This was some days before the regular releases by the company. It seemed the opinion of those who sampled it that here was an instant that came closer to vacuum pack than any other brand. The new product, a development of many years of research in the laboratories and pilot plant of Hills Bros. Coffee, Inc., claims true coffee flavor and aroma like that of coffee freshly made from the regular ground product.

Instant Hills Bros. Coffee is packed in the two popular sizes, two-ounce and six-ounce jars. Both sizes feature a new type inner-seal of aluminum foil which,

(Continued on page 183)

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New York News

■ ■ At an organization meeting, the board of directors of the New York City Green Coffee Association confirmed appointments to standing committees for the coming year.

These committees, and their membership, are as follows:

Finance and executive—W. H. Lee, chairman, E. D. Gillies, J. H. Naumann, Contract—E. J. Walker, chairman, C. S. Mackey, H. R. McComb, A. L. Ransohoff, R. B. Sassee.

Traffic and warehouse—R. A. Sutherland, chairman, F. P. Burnham, R. Hecklo, C. P. Monahan, W. Newhoff.

Membership—H. R. McComb, chairman, J. E. Burt, J. H. Coleman.

Trade and statistics—J. M. O'Brien, chairman, H. M. DeHos, E. A. Karl, Jr., G. E. Kimpel and T. Nielsen.

Arbitration—J. T. Daly, chairman, Carl Borchsenius, J. Delay, H. A. Fraenkel, H. Horwitz, G. M. McEvoy, J. A. McMillan.

By-laws—C. Leister, chairman, M. C. Densen, W. L. Korbin, Jr., C. T. Ney, D. A. Sperling.

Spot quotation—P. L. Stetzer, chairman, C. H. Bolte, Fred Kohn, T. J. Mangieri, H. R. McComb.

Activities—J. F. Sullivan, chairman, Durand Fletcher, J. J. Malone, J. J. Schwartz.

Standard type—J. G. Cargill, chairman, J. W. Finnerty, E. K. Klausmann, Jr., J. A. Lev, J. P. Norton, L. Schlesinger, H. F. Sneden, R. H. Sues.

■ ■ Charles F. Slover has joined the Far Eastern Commodities Corp., 82 Wall Street, as manager of the coffee department.

Ernest Singhofen has acquired Mr. Slover's interest in Charles F. Slover & Co., Inc., and will continue as a coffee broker and agent under the name of Ernest Singhofen & Co., Inc.

■ ■ Francis M. Kurtz, widely known in the coffee industry, has resigned from A&P. His plans, it was reported, are indefinite for the time being.

■ ■ The coffee industry sustained a severe loss in the death last month of Dr. Leslie H. Backer, professor emeritus and former head of the departments of chemistry and chemical engineering at the Stevens Institute of Technology.

Death came after a brief illness. Dr. Backer was 71.

He was an expert on the brewing of coffee. His research was a major factor contributing to the establishment of the Coffee Brewing Institute in 1932.

Before that, Dr. Backer was active in the Brewing Committee of the National

Coffee Association. His work led to the adoption of the NCA Standard Grinds, and covered the study of brewing devices and principles in order to establish the optimum degree of extraction and the proper relationship between grinds and brewing methods.

After the formation of CBI, Dr. Backer served as a consultant to that organization and continued to contribute to promotion of better coffee brewing.

Modern coffee roasting principles also were developed through research and experimental work by Dr. Backer. His efforts in this area resulted in equipment for coffee roasting at low temperatures, for continuous low-heat roasting and for smoke elimination in the roasting process.

Dr. Backer was consultant to Jabez Burns & Sons, Inc., manufacturers of coffee processing equipment.

He was born in Bayonne, N. J., graduated from Stevens in 1909 and joined the faculty the same year. He became head of the departments in 1940, and retired in 1955.

Surviving are his widow, two sons, three daughters and 11 grandchildren.

■ ■ Torkel Gauffin, sales representative in Sweden for Anderson, Clayton & Co., Ltd., Brazil, recently visited New York enroute to Sweden, after an extensive trip through Brazil, Peru and Colombia.

■ ■ Paul F. Sachs, with the Eppens, Smith Co., Inc., for 23 years, is resigning as coffee buyer to become associated on November 15th with Ruffner, McDowell & Burch, Inc.

■ ■ Maximiliano Tschiptschin, managing director, Corporação Brasileira de Cafeicultores S/A (Brazilian Coffeegrowers Corp.), and treasurer of Banco Agricola Nacional C.C.C., is in the United States to attend the National Coffee Association convention and to study marketing and distribution methods of coffee and other Brazilian products in the U. S.

Mr. Tschiptschin will attend the NCA convention as an observer for the CBC, the Farm Bureau Federation of the State of Sao Paulo and the Sao Paulo Coffee-growers Association.

■ ■ Grace B. Mennerich, who has been with Ruffner, McDowell & Burch, Inc., for 30 years, was guest of honor at a dinner party tendered by the company at the Plaza Hotel.

Miss Mennerich is leaving to be married to Reginald W. Walker, purchasing agent for the Pennsylvania Railroad in Newark, N. J.

■ ■ John Brooke, chairman of Brooke Bond & Co., Ltd., London, recently visit-

ed the United States, accompanied by Mrs. Brooke.

He attended the conventions of the Tea Association of the U.S.A. and the Tea and Coffee Association of Canada.

Mr. Brooke took the opportunity while here to present "long service" gold watches to the following members of the staff of the Carter, Macy Co., Inc., in New York City:

Walter Bollman, president, who has been in the tea trade 50 years, in recognition of his 37 years with Carter, Macy.

Joe Diziki, vice president, in recognition of his 29 years with the company.

Elizabeth Steenhuisen, secretary of the company, in recognition of her 28 years of service.

■ ■ Carl I. Wood, president of Thomas J. Lipton, Inc., has been named general chairman of the 1956-57 maintenance appeal committee for the George "Junior Republic," America's pioneer school for young people with problems. This is Mr. Wood's fifth consecutive year as general chairman.

■ ■ The coffee industry was saddened by the recent passing of Walter B. Keilt, of C. A. Mackey & Co., Inc. He was 56.

An expert on coffee futures trading, Mr. Keilt was with C. A. Mackey & Co., Inc., for 38 years, last holding the position of secretary of that firm.

Surviving are his widow, Mrs. Grace Keilt, and two sons, Walter H. Keilt, a research engineer at Boeing Aircraft, and Robert W. Keilt, convention manager of New York's Waldorf-Astoria Hotel. Also surviving are three grandchildren.

■ ■ The Tea Club presented two interesting speakers and elected new officers at its final 1956 dinner-meeting.

Addressing the diners were U.K. Ghoshal, Chairman, Tea Board of India, and N. M. Lingam, member of the Indian Parliament and the Tea Board of India.

Both men lauded the promotional work of the Tea Council of the U. S. A. and mentioned that it was being used as a model for tea promotion in other consuming countries.

Mr. Ghoshal and Mr. Lingam were in the U. S. to attend meetings of the Tea Council and see various members of the trade in key cities.

New Tea Club officers elected for 1957 were: president, George F. Mitchell; vice president, Norman Langer; treasurer, Stanley Mason; and secretary, Miss Elaine H. Kroner.

As usual, many of the diners went home with interesting door prizes, donated by various Tea Club members.

■ ■ Visiting New York recently was Cecil Anderson, of Heath & Co. (Ceylon) Ltd., Colombo, tea exporters.

Mr. Anderson was here for about three weeks, visiting various members of the New York tea trade.

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New Orleans Notes

By WINONA McKENNON

■ ■ The annual golf and gin rummy tournaments and the stag dinner of the Green Coffee Association of New Orleans were held at the Lakewood Country Club, with a good attendance. Milton Ruth, of Leon Israel & Bros., Inc., was in charge of the golf tournament; Louis Arnaud, of Lafaye & Arnaud, was in charge of the gin rummy tournament; George Gernon of Ruffner, McDowell & Burch, headed up the reservations committee; E. A. Lafaye of J. Aron & Co., Inc., was chairman of the entertainment committee. Allan Colley, of the Dupuy Storage and Forwarding Corp., won the first prize in the golf tournament. John Dreyfus, of J. Aron & Co., Inc., won first prize in the gin rummy tournament.

■ ■ Tom Duff of Leon Israel & Bros., Inc., San Francisco, was a recent business visitor here.

■ ■ Phil Ricks of Adolph C. Ricks & Co., has returned from a business trip to Houston.

■ ■ Larry Guerin, in charge of public relations for Lykes Brothers here, has returned from Chicago, where he was invited to speak at the formal opening of the new transportation center at Northwestern University, Evanston.

■ ■ A 19% increase in imports during the first quarter of 1956 has been reported for the Port of New Orleans by Robert W. French, port director. The increase is in general cargo, both imports and exports. Coffee imports were reported up 36% over the first four months of last year.

■ ■ Robert J. Welcker, of Otis McAllister, has become an associate member of the New Orleans Board of Trade.

■ ■ W. H. Kunz has returned from a trip to Norway, Sweden, Denmark, Italy, France, Belgium and other countries, which he visited with Mrs. Kunz and his nephew.

■ ■ Mr. and Mrs. Antonio Kattan are guests here of their son, David Kattan. They will shortly return to their home in Honduras.

■ ■ E. P. Bartlett, Sr., of the American Coffee Co., has returned from California, where he visited his youngest son, Ensign Clay L. Bartlett, who is disbursing officer on the aircraft carrier, Philippine Sea. While on the

Coast, Mr. Bartlett called on the trade in Los Angeles and San Francisco.

■ ■ John Keech, of the United Africa Co., Nairobi, visited in New Orleans recently. He was accompanied by Greg Martinez, of the Carl Borchsenius Co., Inc., New York City.

■ ■ Murray Squires, of C. A. Mackey & Co., La., Inc., has returned from a business trip into Brazil. John Scates, who was in the local office during Mr. Squires absence, will return to the New York office shortly.

■ ■ Paul Zimmerman has returned to the New York offices of Carl Borchsenius Co., Inc., after a visit to New Orleans.

■ ■ Among members of the trade here planning to attend the Southern Coffee Roasters Association meeting at the Seminole Hotel in Jacksonville, Florida, are: Tom Buckley, Buckley and Forstall; Max Zander, Leon Israel & Bros., Inc.; Bill Madere, J. Aron & Co., Inc.; Fred Abbott, Stewart, Carnal & Co., Ltd.; John Dreyfus, J. Aron & Co., Inc.; and Albert Barrientos, of the Brazil Sales Agency. Guests are invited to attend the Florida-Auburn football game in Gainesville.

■ ■ Coffee advertising lineage continues good here this month. Luzianne Instant Coffee and Chicory was promoted with a 10¢ coupon in every two ounce jar. RT Coffee and Chicory was advertised at 69¢ for a one pound bag, with free fashion hose for "only 5 coupons from RT Coffee". Community Coffee ran a half-page ad in the Times-Picayune listing stores in New Orleans and vicinity carrying the coffee.

■ ■ Antonio Zardain, a partner of Casa Zardain, S. A., and manager of their Oaxaca branch, accompanied by his wife, spent several days in New Orleans after visiting New York, and later left for San Francisco prior to returning to Mexico.

■ ■ Aristides de Freitas, of Lima, Nogueira S/A, Commissaria e Exportadora, Santos, was in town for a few days.

Chicago

By HARRY T. LANE

■ ■ The membership of the Chicago Coffee Club is now 101. The following are the most recent additions to the roster:

A. M. Alvarez, Nopal Lines, Houston, Texas.

C. S. Richmond, Jr., W. C. Becker, Joseph Perry, of the Universal Coffee Co.

William Gilmore, American Bag & Paper Corp.

Andrew H. Selzer, A. H. Selzer, Inc. J. P. Kissane, B. F. Gump Co.

■ ■ The Coffee Club is holding a stag party at the Skyline Club this month.

■ ■ Most of the Chicago roasters and their wives plan on attending the National Coffee Association convention at Boca Raton.

■ ■ Ed Sieling's son, Ronald, was married to Miss Sue Sylvester. They will live in Long Beach, California, until Ronald completes his Navy term.

■ ■ The B. F. Gump Co., coffee plant equipment manufacturers, Chicago, have announced that James P. Kissane is now associated with them in their sales and engineering department. Mr. Kissane is well known in the trade as a coffee buyer, salesman and plant manager. The company feels that his many years of experience in practical coffee operations provide an excellent background for customer service and consultation.

Over the years, Mr. Kissane has been active in local and national trade associations, having served as president of both the Chicago Coffee Association and Chicago Coffee Club, as well as a director of the National Coffee Association.

As a member of the B. F. Gump Co. staff, Mr. Kissane will specialize in customer service related to quality control in modern coffee plant operations.

■ ■ The Superior Tea and Coffee Co., has sold their home service routes to the Eureka Tea Co., it has been announced.

It was emphasized that only the home services routes were involved in the sale, and that the other divisions of Superior's business, such as the institutional trade, were not affected.

St. Louis

By LEE H. NOLTE

■ ■ The St. Louis Coffee Club closed the golf season with a big party at the Normandie Golf Club. Walter Landsmann, of the General Coffee Co., won the low gross, and Jim Jensen, of the O'Connor Coffee Co., was runner-up. Twenty-four teed off for golf, and over 50 had fine big steak dinners.

After supper many beautiful prizes were awarded. The prizes were contributed by coffee importers and many of the good friends of the coffee trade.

The party went on into the night, and everybody had a wonderful time. Again Gene Crowson and his fine committee scored very high in setting up such a fine party.

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Coffee

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The Grace Line's recent golf and dinner party at the Orinda Country Club lived up to its reputation as one of the most agreeable coffee trade events. From left: Gene Heathcote, PCCA president, making some off-the-cuff comments on behalf of the trade, with Harry March in the background; T. Carroll Wilson; D. N. Lillevand and Lloyd

Thomas; Harry Thompson and Clarence Knutsen, as snapped by Max Kahn, of the Grace Line; Fred De Bow, of W. R. Grace & Co., phones home at the 10th hole snack bar to find out if that blessed event took place, while Bill Seeley and Beck Rowe chat at the table.



Golfers at the Grace Line's party included, from left: Jim Read, Bill Nichelmann, Harvey Brockage, Tom Barrett, Ernie Kahl, Ernie Shaw, Ruben Hills III, Gene Heathcote, Ed Johnson, Jr., Ed Manning,

Harold King, Bob Bensen, Alan McKay, John Roddy, Cedric Sheerer, Charles Cecil, Edgar Malmgren, N. F. Hopping, Joe Fitzpatrick and Warren Kludt. Jim Read came in with low gross, Bill Seeley low net.

San Francisco

(Continued from page 179)

it is claimed, "keeps taste in . . . keeps air out".

The label and cap for the new Instant Hills Bros. Coffee were developed by the noted industrial designer, Raymond Loewy. A simplified and modernized version of the familiar Hills Bros. Coffee Arab trade-mark has been centered in a double ellipse of coffee-brown and white. A bright attention-getting red is used on the balance of the label.

Although distribution currently is only in Northern California, further marketing plans will be announced at a later date.

■ Edward M. Manning, Sr., president of Manning's, Inc., the West Coast chain of coffee cafeterias and bakeries, died last month at his room at the Mark Hopkins Hotel. He was 84.

A native of St. Louis, Mr. Manning entered the coffee business in Boston in 1900. He later moved to Seattle.

To encourage sales, he served coffee in his retail store at two cents a cup. Customers asked for food to go with the coffee, so Mr. Manning established his own bakery. The business grew into a chain of cafeterias featuring Manning's Coffee that now stretches from Seattle to San Diego.

In 1927 he moved the headquarters of the business from Seattle to San Francisco.

Mr. Manning was a member of the

Rotary Club at Palo Alto and the First Presbyterian Church of Palo Alto.

He is survived by four sons: Edward M. Manning, Jr., vice president of Manning's, Inc. of San Francisco; Robert A. Manning, vice president of the Manning's Coffee Co., Division of Manning's, Inc. of San Francisco; David E. Manning, of San Francisco; and Charles N. Manning, of Kentfield; and a daughter, Margaret Throckmorton, of Berkeley.

Southern California

By VICTOR J. CAIN

■ ■ Jim Knecht, formerly of H. O. Knecht & Co., recently announced the arrival of a son.

■ ■ Brett Johnson, of Otis McAllister, San Francisco, recently arrived in Los Angeles to call on the coffee trade.

■ ■ Beck Rowe, of Bunge Coffee, Inc., was recently in Los Angeles, to call on the coffee trade.

■ ■ We were pleased to hear that Mrs. T. R. Lingle has come home from the Huntington Memorial Hospital, for final recuperation after her serious injury.

■ ■ Mr. & Mrs. John Mack, of the E. B. Ackerman Co., Inc., spent several weeks in the Pacific Northwest vacationing. While there, John was able to get in several days salmon fishing, and from all reports, had very good luck.

■ ■ Capt. Bren Geddes, of Moore-McCormack Lines, Inc., New York City,

was recently in Los Angeles on a business trip.

■ ■ Osoha Shosen Kaisha, Ltd., recently tendered to the Los Angeles coffee trade a reception and cocktail party aboard the Brazil Maru, inaugurating the company's first coffee shipment to the Pacific Coast.

Acting as hosts for the O.S.K. Line were Mr. and Mrs. R. F. Holbrook, president of Williams Dimond & Co.; K. Varcoe, assistant to the president; Mr. and Mrs. J. S. Wilson and Mr. and Mrs. M. R. Porte, general freight agents, Williams Dimond & Co.; Mr. and Mrs. H. L. Blinkley, Terminal Superintendent. K. Aodi, Los Angeles representative for the O.S.K. Line, assisted the Williams, Dimond officials as hosts for this very delightful party.

The guests included Mr. and Mrs. Bob Olizan; Mr. and Mrs. Bob Oetting; Mr. & Mrs. E. E. Sounds; Mr. and Mrs. Walter Dunn; Mr. and Mrs. Don Harvey; Mr. and Mrs. Bill Gloege; Irving Manning; J. A. Dougherty; Mr. and Mrs. Earl Lingle; Mr. and Mrs. Tom Halpin; Ed Apfel; Mr. and Mrs. Alvin Apfel; Mr. and Mrs. Bill Morton; W. R. Morton and his fiancé, Herrad Tielsch; George and Leonard Koppel; and Mr. and Mrs. Vic Cain.

■ ■ Norman Johnson, of E. A. Johnson & Co., San Francisco, was recently in Los Angeles to call on the coffee trade.

■ ■ Mr. and Mrs. Herb Knecht recently vacationed in New Mexico to visit their son Jim and get a glimpse of their new grandson.

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